

TECHNOLOGY DAY
SHOW

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EXTRA

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N. A. C. C. Launches Huge Rubber Project

SALES METHODS DISCUSSED AT WORLD CONGRESS

Interesting Papers Are
Read at Second
Session

NEW YORK, Jan. 12.—The second session of the World's Transport Congress was called to order at the Hotel Roosevelt at 10 o'clock this morning, with Stewart McDonald, president of the Moon Motor Car Company, presiding.

After the opening address by Mr. McDonald the session rapidly got down to business. The first address on the program was one by Walter P. Chrysler, president of the Chrysler Corporation, on "Public Relations in the Motor Industry."

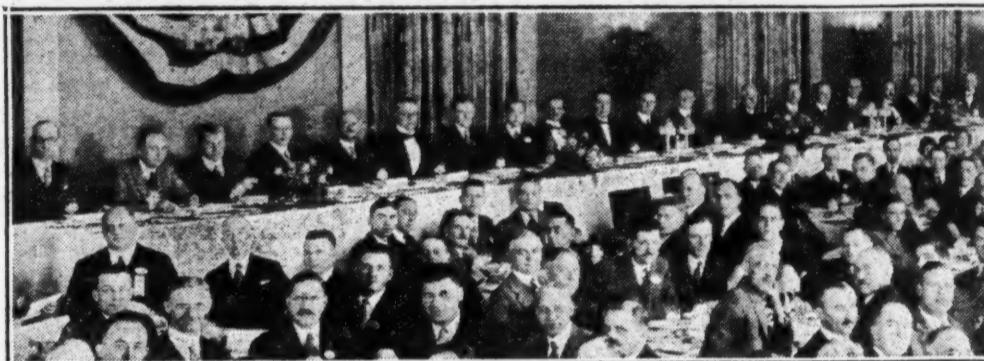
was confined to his room by a severe cold, but O. C. Hutchinson, sales manager of the Chrysler organization, very acceptably filled his place, reading Mr. Chrysler's paper. He was followed by L. W. Hallam of the Nelson Universal Car Company of Nelson, New Zealand, who spoke entertainingly of motor conditions in his section of the empire.

One of the interesting speeches of the session was made by H. Jenny, an automotive distributor of Zurich, Switzerland, who reviewed "Sales Promotion Viewed Internationally."

The next speaker was Robert Stranahan, representing the Motor and Accessory Manufacturers' Association and the Automotive Equipment Association, who told of the difficulties that accessory and parts makers have in getting real sales efforts behind their merchandising. At the present time the vast majority of dealers sell accessories and equipment merely when they are asked for them, depending on the manufacturers advertising to make the sales. The

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Speakers' Table at S. A. E. Dinner Monday Night



NEW STYLES OF BODIES EVIDENT

Many Improvements Noted in Cars on Display

New York, Jan. 12.—To the eye, the body improvement as exemplified by the cars at the show is the lower, longer appearance of the cars. In addition to this, there are some real fundamental improvements in construction which have not only made the bodies better appearing, but also sounder and more capable of enduring the stresses of road travel without developing squeaks and rattles.

Also, and probably more important than anything else, there is the fact that the new bodies are more attractive than ever before from the standpoint of the pocket-book. Many of the changes that have taken place during the year, and which are continuances of trends expressed during the past few years, have not only made the body more enduring but actually cheaper to produce. In fact, improvements in body design and construction are fundamentally re-

(Continued on Page 2)

G. M. Will Expand Plant at Saginaw

Flint, Mich., Jan. 12.—An appropriation of a quarter million dollars was made by the General Motors Corporation today for inter-expansion work at the malleable iron foundry of the Saginaw Products Company, Saginaw.

Some time ago an appropriation of \$570,000 was made for expansion work which is now nearing completion. The additional fund will supplement the work and will increase the foundry's capacity from 2,000 to 3,000 tons of castings monthly.

Moon-Diana Price Cuts Announced

New York, Jan. 12.—Sweeping price reduction on the new Diana light straight eight and Moon six models for 1926 were announced today by the Moon Motor Car Company of St. Louis. The new prices represent cuts ranging from \$50 to \$100 on the Moon six and from \$100 to \$300 on the Diana eight and become effective on January 12.

Under the schedule just announced the new Diana eight "Arrowhead" roadster and "Arrowhead" phaeton are listed at \$1,695, the cabriolet roadster at \$1,995, the two-door brougham at \$1,795, and the four-door sedan de luxe at \$1,995. New prices for the series "A" Moon six models are as follows: Coach de luxe, \$1,295; four-door standard sedan, \$1,445; cabriolet roadster, \$1,545; de luxe sedan, \$1,595, and the roadster, \$1,895.

All prices are f. o. b. St. Louis.

CADILLAC "OLD GUARD" IN ANNUAL GATHERING

New York, Jan. 12.—Cadillac's "Old Guard," made up of the veteran distributors of the Cadillac Motor Car Company, will hold their annual get-together at the Commodore tomorrow evening. Claude Nolan, Cadillac distributor at Jacksonville, Fla., is this year's president and he will make a speech.

SHOW EVENTS

TODAY

- *10.00 a. m.—N. A. C. C. World Motor Transport congress, Hotel Roosevelt.
- 10.00 a. m.—Meeting, board of directors, American Automobile Association, Hotel Roosevelt.
- *10.00 a. m.—N. A. C. C. Traffic Planning and Safety Committee, New York offices.
- 11.00 a. m.—Conference, Franklin dealers (Followed by president's luncheon at 1 p. m.), Hotel Commodore.
- 12.30 p. m.—Luncheon, Auburn dealers, Hotel Commodore.
- 12.30 p. m.—Luncheon, Vauxhall Motors Corporation, Hotel Commodore.
- *12.30 p. m.—N. A. C. C. World Motor Transport congress, international luncheon, Hotel Roosevelt.
- 1.00 p. m.—Luncheon, National Association of Automobile Show and Association Managers, Hotel Empire.
- *2.30 p. m.—N. A. C. C. motor bus inspection tour by foreign delegates, Hotel Roosevelt.
- 2.30 p. m.—Business meeting, Oldsmobile, Town Hall.
- 6.30 p. m.—Banquet, Oldsmobile, Hotel Commodore.
- 6.30 p. m.—Dinner, Studebaker dealers, Hotel Plaza.
- 6.30 p. m.—Dinner, Chevrolet Motor Company, Hotel Commodore.
- 7.00 p. m.—Banquet, Motor & Accessory Manufacturer Association, Hotel Astor.
- 7.00 p. m.—Dinner, Flint dealers, Hotel Roosevelt.

TOMORROW

- 12.30 p. m.—Luncheon, Rickenbacker dealers, Hotel Commodore.
- 12.30 p. m.—Luncheon, sales group, Chrysler Corporation, Hotel Commodore.
- 6.45 p. m.—Dinner, Society of Automotive Engineers, Hotel Astor.
- 7.00 p. m.—Dinner, Paige-Jewett dealers, Hotel Commodore.

*Official N. A. C. C. events.

HOOVER URGES CONSERVATION

Discusses the Rubber
Situation at Dinner
of N. A. C. C.

New York, Jan. 12.—No event of the automotive year transcends in interest and importance the annual dinner of the National Automobile Chamber of Commerce. The 1926 banquet was held tonight in the Grand Ball Room of the Hotel Commodore. Col. Clifton, the well-loved president of the N. A. C. C., presided with his usual grace and urbanity. Roy Chapin, vice-president of the chamber, acted as toastmaster, introducing the speaker of the evening, Hon. Herbert Hoover, secretary of commerce.

The second speaker was the well known "Senator" Ford, whose humorous remarks kept the audience in roars of laughter.

Preceding the speechmaking, the annual distribution of medals was held. The fortunate victims this year were A. H. Swayne of General Motors Acceptance Corporation, H. H. Bassett of Buick, Fred Moskow of Stutz, Stewart McDonald of Moon, J. Hertz of Yellow Truck and M. L. Pulcher of Federal Truck. Over the amenities of that ceremony we must draw a veil. Suffice it to say the medalists enjoyed the decoration as heartily as did the spectators.

The gathering at the dinner was one of the most distinguished that ever attended one of these traditional affairs. In addition to practically the entire roster of automotive notables of this country, there were many distinguished guests

(Continued on Page 4)

MARLAND MANAGER

Evansville, Ind., Jan. 12.—M. S. Dermody, Springfield, Ill., has been appointed local manager of the Marland Refining company, to succeed Frank Enz, recently resigned. Mr. Dermody's duties will cover territory with headquarters at Hammond, Ind.

FORMATION OF \$10,000,000 CORP. IS AUTHORIZED

Stock Apportionment
to Be Made Among
the Members

NEW YORK, Jan. 12.—At a meeting of the directors of the National Automobile Chamber of Commerce, held at 10 o'clock this morning at headquarters, 366 Madison Ave., there was authorized the formation of a \$10,000,000 corporation to produce and deal in raw rubber. All members are to be permitted to buy stock in the new organization on the basis of their production figures for 1925.

A committee was appointed to attend to the organization of this new corporation, as follows: J. J. Raskob, vice-president of General Motors; Alvan Macauley, president of Packard; C. W. Nash, president of Nash Motors; Roy Chapin, chairman of Hudson; A. T. Waterfall, vice-president of Dodge Bros.; A. R. Erskine, president of Studebaker, and A. J. Brosseau, secretary of the N. A. C. C. and president of the International Motor Company.

This announcement is one of the most interesting developments in the campaign to insure the future protection of American rubber supply. The National Automobile Chamber of Commerce has a way of accomplishing what it sets out to do, which gives this announcement peculiar significance.

W. T. C. Delegates At Highway Lunch

New York, Jan. 12.—At the conclusion of the morning session of the World Transport Congress at the Hotel Roosevelt, this morning, the delegates adjourned to meet at the Highway luncheon, presided over by Roy Chapin, vice-president of the National Automobile Chamber of Commerce and chairman of the Hudson Motor Car Company.

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MANY NEW BODY STYLES EVIDENT

Marked Improvements Revealed in Cars at the Show

(Continued from Page 1)

sponsible for a large share of the drastic price cuts.

The all-steel body is coming into its own very gradually, but nevertheless surely. The only concerns which utilize this type of body construction at the present time are those who produce such a large quantity of a given model that it is possible to absorb the tremendous cost of the huge dies necessary to produce the big stampings from which the all steel body is assembled. The advantages of this type of body however, are recognized, and designers are bending every effort to the production of these, and it is expected that the increase registered in their use this year will be greatly augmented before the end of 1926.

To the most casual observer at the show, either in the trade or not, the influence of the pyroxilin finish must be apparent. Today a black car stands out as something exceptional. Two and three tone jobs predominate. Prominent two and three-tone belt lines add a distinguished touch which removes the air of somberness from the stock model.

In fact, the stock models are now so brightly colored that the number of special paint jobs for show use does not seem to be nearly so great as in past years. Perhaps a numerical count would disclose the fact that there were more of them, but they are not so outstanding because of the universal use of color.

Even the radiator shell has come in for attention. The use of winged and other types of figured radiator caps, more nickel plating on the radiator tank and better arrangements of headlamps have dressed up the front ends of the cars. The fluted hood has made its appearance on a number of cars, such as the Stutz, the new Chrysler and others.

The lower, longer lines have been secured both because of lower chassis, due to the universal use of the smaller wheels with balloon tires, flatter rear springs and greater drops in frame side rail members. Some of the bodies have actually been made over by reducing the height of the windows and the windshield. This of course has reduced the head room, but where this has been done compensation has been made by lowering the seats, or in lowering the mounting of the body in the frame, increasing the seat tilt, etc., so that the amount of head room while seated is plenty to take care of tall men and tall hats.

The big influence in the body situation is the landslide towards the closed body. The coach type of vehicle, which started as a price makeshift with admitted weaknesses, has developed until today it is a sturdy, reliable type of body, capable of giving excellent service and selling at prices below the open cars on the same chassis of two years ago. No more are these cars marked by lightweight, flimsy doors or tops. The doors are larger, the cross bracing stronger, the

(Continued on Page 3)

TRUCK AXLE USERS

"The last word in axle construction" may be seen by visiting Suite 2154, "The Commodore," Jan. 9th to 16th, and viewing the exhibit of Clark Axles. Also Clark Steel Wheels for trucks, buses and taxi-cabs.

Clark Equipment Company
Buchanan, Mich.

—Advt.

DECORATED FOR VALOR—and other things: A. H. Swayne, General Motors Acceptance Corporation; H. H. Bassett, president of Buick; F. E. Moskovics, president of Stutz; Stewart McDonald, president of Moon; J. Hertz, president of Yellow Truck; M. L. Pulcher, president of Federal Truck.



At the Show

Most of the executives of the Hercules Motor Corporation have been held in Chicago, making arrangements for the Chicago show, but Charles Ballough, vice-president and general manager, managed to break away to look in at the New York show for one day. J. A. Kraus is in charge of the Hercules booth at the New York show.

There is no lack of interest on the part of the visitors in accessories. This was pretty conclusively shown at the Budd Wheel Company's booth, where the merry visitors seemed fascinated by the bright colors of the disc wheels on display. E. G. Budd, president; H. L. Adams, vice-president; E. S. Ingraham, service manager, and H. H. Johnson and L. E. Godsell of the sales force did the necessary orating in behalf of their product.

Chains in every conceivable pattern, and for multitudinous uses, graced the display of the American Chain Company. William T. Morris, vice-president of the company, was among those in attendance at the booth. Others were W. M. Wheeler, secretary; W. F. Cotter, district sales manager; A. D. Williams, factory representative, and O. R. McDonald, sales promotion manager.

The Continental Motors Corporation's booth contained an imposing array of truck and passenger car motors that was presided over by Ross Judson, president of the company, W. A. Fredericks, vice-president in charge of engineering, and C. D. McLean, sales manager. O. R. Baird, D. C. Evans and C. P. Russell were also on duty at the Continental display. Harry Kline, advertising manager, gazed rather placidly over the scene.

Few were left behind when the Moto-Meter Company, Inc., forces turned out for the show. There were present, for example, G. H. Townsend, president; E. V. Henneke, vice-president and general manager; H. Schlaich, chief engineer; J. J. Tobias, factory equipment manager; S. J. Green, district manager; J. E. Gamache, special representative, and J. Flood and L. Murphy, field representatives.

The Peerless Motor Car Company's pretentious display on the second floor lured a number of social celebrities, who dexterously were skipping in and out of the spacious sedans. E. A. Van Linden, president, apparently enjoyed the performance, as did C. R. German, vice-president, and C. A. Tucker, general sales manager, who were also present at the Peerless booth. E. O. Olsen is in active charge.

The Marmon display on the second floor was effectively presided over by Monte Williams, president of the company, and Vice-President Haskill. H. H. Brooks, director of sales, and Percy Chamberlain, dealers' sales manager, were also there, as was, indeed, Carl Scherer, treasurer.

William P. Herod, general man-

ADVERTISEMENT

Every 2½ seconds, somewhere in the world, some one buys a Dunlop Tire.

Flint Dealers Dine Tonight

New York, Jan. 12.—The Flint Motor Car Company will entertain 300 of its dealers tomorrow evening at a dinner in the grand ballroom of the Hotel Roosevelt. R. H. Mulch, vice-president and general manager of the company, is in charge of arrangements and will be one of the speakers. Others who will address the assemblage are J. H. Newmark and Bartley Doyle. T. S. Johnston will act as toastmaster.

SEAMON WILL BUILD BODY FACTORY AT PINE BLUFF

Pine Bluff, Ark., Jan. 12.—A plant for manufacturing automobile bodies will be erected here by the Seamon Body Company of Milwaukee. Associated in the plant will be H. H. Seamon, C. W. Nash, president of the Nash Motor Company of Kenosha, Wis., and C. A. Dunning of Pine Bluff, who, it is said, will be in charge of the plant.

SANDERSON DRILL CO. BUYS PLANT IN AKRON

Akron, O., Jan. 12.—The motors division of the Wellman Seaver Morgan Company plant here has been sold to the Sanderson Cyclone Drill Company, according to W. G. Holdebrand, assistant secretary of the former company.

ager of the Lexington Motor Company, and his assistant, Chester Beaumont, solved the housing problem during show week. They avoided the crowded hotels completely and put up at the Yale Club, which is just a hop, step and half a jump from Grand Central Palace.

C. W. Miller, general sales manager of the Automobile Equipment Company, manufacturers of the balloon bumper, was industriously explaining the merits of his product to those weary souls who had enough of being shocked and were going to Do Something About It.

The new Packard models were the magnets that drew a great crowd to the display, both those who were quite capable of buying them and those who were quite incapable—but would be willing to. R. E. Chamberlain, general sales manager, smilingly took care of both classes, while F. H. McKinney, advertising manager, looked on approvingly.

Roy D. Chapin, chairman of the board of the Hudson Motor Car Company, and one of the youngest looking principal executives in the industry, was an early-hour visitor to the show and expressed himself as being well satisfied with the show and what it would bring to the Hudson organization.

W. C. Rands of Detroit, who dates back to the days of the bicycle—and before—and who runs President Coolidge close second in the race for a record for brevity, took time to record his impressions of the show. "The show's all right," said Mr. Rands.

H. M. Carroll, advertising manager, Hyatt Roller Bearing Company, Newark, who is one of the youngest pioneers in the automotive field, took in the show and found it good.

Prices of Chrysler "80" Line Announced

New York, Jan. 12.—Prices of the New Imperial "80" line of Chryslers have been announced by J. E. Fields, vice-president, in charge of sales of the Chrysler Sales Corporation, as follows:

Phaeton	\$2,845
Roadster	2,285
Coupe	2,195
Sedan, 5-passenger	2,395
Sedan, 7-passenger	3,595
Sedan Limousine	3,695

Big Ford Order For Burd Ring

Rockford, Ill., Jan. 12.—The Burd High Compression Ring Company, this city, has just received a release order for 100,000 sets of Burd-Gilman shock absorbers to be sent to the Ford Motor Company at Detroit. One-fourth of this order will be shipped immediately and the balance during February.

A \$1,000,000 order was recently awarded the local concern, and this shipment is the first to be made.

In order to meet the schedule for the Ford shipments, the local factory and the Michigan City, Ind., plant will be taxed to capacity.

Ernest C. Evans, Ford's Canadian manager, visited the Rockford plant last week and placed an initial order for 1,700 sets of the Burd-Gilman snubber for delivery at the Walkerville, Ont., Ford factory. He estimated that 25 per cent of the 1926 production of 50,000 Ford automobiles at the Canadian plant will be equipped with this shock absorber.

George H. Higgins, superintendent, says that all production records of the Burd High Compression Ring Company were shattered during the past year when the foundry turned out 10,900,000 piston ring castings. The first ten months output in 1925 was 1,500,000 ahead of the entire output for 1924.

Rickenbacker Meet Slated for Dealers

New York, Jan. 12.—Two hundred Rickenbacker dealers will meet at luncheon in the Commodore Thursday for a get-together that officials say will not include any "old stuff" or anything having especially to do with sales plans.

Capt. Rickenbacker will act as the toastmaster, and the principal speaker will be W. E. Knox, president Bowery Savings Bank and recently retired as president of the American Bankers' Association. Mr. Knox will speak informally on how the banker feels about the automotive industry. A. G. Bozel, of the banking firm of Noyes & Jackson, who has recently been made a Rickenbacker director, will speak as a banking member of the family. R. T. Hodgkin, general sales manager for Rickenbacker, is scheduled for a brief talk.

PETITIONS FOR SALE OF PIONEER CO. FACTORY

Kokomo, Ind., Jan. 12.—A petition for the sale of the real estate and machinery of the Pioneer Automobile Company had been filed before Judge Marshall, in Howard Circuit Court, in behalf of the bondholders of the company. The action was filed by attorneys for Robert L. Tudor, receiver for the Pioneer company, and for the bondholders.

GOTHAM TRAFFIC SYSTEM STUDIED

Delegates to Transport Congress Make Trip Of Inspection

New York, Jan. 12.—Delegates attending the second World Motor Transport Congress under the auspices of the National Automobile Chamber of Commerce were today shown by the men in charge of New York's traffic control system how the job is done.

Under the escort of police lieutenants they were driven about the city's most congested points and the way in which the various problems of vehicle control are handled was pointed out to them.

Arrangements for the tour were made by the Traffic Planning and Safety Committee of the National Automobile Chamber of Commerce, of which George M. Graham is chairman. The other members of the committee are Edward S. Jordan, Alvan Macauley, Captain Edward V. Rickenbacker, O. E. Stoll and John C. Long.

The Foreign Trade Committee, active in the formation of the congress is composed of John N. Willys, chairman; J. J. Palmer, Jay Rathbun, J. D. Mooney, Howard S. Welch and G. F. Bauer. The machines used in the tour were loaned by members of the Chamber of Commerce in New York.

Tuesday's Wall Street Closing

	Sales	High	Low	Last Chg.	Net
Am. Bus M	6100	32 1/2	31	21 1/2	—
Chandler	1000	48 1/2	48 1/4	—	—
Cham. Mts	300	100	98 1/2	48	—
Chrysler	276000	53 1/2	52	52 1/2	—
Chrysler pf	100	107	107	107	—
Cont. Motor	3400	12 1/2	12 1/2	—	—
Dodge Br A	16700	45 1/2	44	44 1/2	—
Dodge Br pf	4000	86 1/2	86 1/2	86 1/2	—
Fisher Bdy	2500	106 1/2	97 1/2	99 1/2	+ 1 1/2
Fisk Rub.	7400	204 1/2	204 1/2	204 1/2	—
Fisk R Ipf	100	114	114	114	—
Gabriel Sn	2500	39 1/2	39	39 1/2	—
Gardner M	100	8 1/2	8 1/2	8 1/2	—
Gen Motor	478000	122 1/2	118 1/2	121 1/2	+ 1
Gen M Ts	300	114 1/2	114 1/2	114 1/2	—
Goodrich	1500	62 1/2	60	62	—
Goodr.-Ov	200	97 1/2	97 1/2	97 1/2	—
Hudson M	17000	184 1/2	184 1/2	184 1/2	—
Hupp Mot.	12000	120 1/2	120 1/2	20 1/2	+ 20 1/2
Jordan Mot	300	49 1/2	48 1/2	49 1/2	+ 1 1/2
Kelley Wh	200	115 1/2	115 1/2	115 1/2	—
Kelly Sp T	400	17 1/2	17 1/2	17 1/2	—
Keystone T	200	2	2	2	—
Lee Tire.	200	18	13	13	—
Mack Trk.	8100	144 1/2	147 1/2	—	—
Moen Mot.	1400	35 1/2	35	35	—
Motometer	4200	42 1/2	42 1/2	42 1/2	—
Motor Wh	1600	32 1/2	32 1/2	32 1/2	—
Murray Wh	1700	13 1/2	13 1/2	13	—
Nash Mot.	1000	61 1/2	60 1/2	51 1/2	+ 52
Nash N pf	1000	96 1/2	96 1/2	96 1/2	—
Packard M	22000	41 1/2	40 1/2	41	—
Pierce-Ar pf	4700	108 1/2	105	105	—
Stewart-Wa	5200	89	87 1/2	89	+ 1
Studebaker	7100	58 1/2	57 1/2	57 1/2	—
US Rubber	156000	82	78 1/2	80 1/2	+ 1
Us Rub pf	100	107 1/2	107 1/2	107 1/2	—
White Mot.	2200	84	82 1/2	83 1/2	+ 1
Willys-Ov.	25500	32 1/2	31 1/2	32 1/2	+ 1
Yel. Truck	1100	93 1/2	92 1/2	93	+ 1
Yel Tr pf	100	98	95 1/2	95 1/2	—

JOHNSTON NEW MANAGER SMITH CARRIAGE COMPANY

Springfield, Mass., Jan. 12.—R. V. Johnston has been appointed general manager of the Smith Carriage Company of Park Street, to fill the vacancy caused by the death of V. D. Ten Broeck, formerly superintendent of plant operations for the company. Equipment for applying the Duco process to cars is now being installed on the top floor in its new building.

This is the ninety-ninth year for this company, which made its first automobile contact with the Stevens-Duryea car.

CLARK AXLES

If you want to see "the last word in axle construction" be sure to visit Suite 2154, "The Commodore," and take a look at the line of Clark Axles on display there during the New York Auto Show.

Clark Equipment Company
Buchanan, Mich.

—Advt.

NEW STYLES OF BODIES EVIDENT

Many Improvements Noted in Cars on Display

(Continued from Page 2)

roofs, while of the soft type, are only soft to eliminate drumming and just as strong as the former rigid type.

Those who, a year or two ago, were talking of the disappearance of the roadster, now have an equally good reason to talk about its reappearance. There are a flock of new vehicles of this type at the show. This also applies to the coupe and the hybrid coupe roadster.

Of the latter type of vehicle, the speed toy of Rickenbacker's is a very fine, if extreme, example. This is solely a sport type of car. It is a closed roadster and carries the atmosphere of the country club and the leisure hour with it. There is a distinction between it and the regular coupe, which is a regular business type of vehicle much in use today by the traveling salesman who covers his territory by road and also by a growing class of women who keep such a car at their disposal for shopping, calling and general utility.

The new Oldsmobile roadster is a four passenger type with two passengers carried in a rumble seat in the deck. The khaki top has the rear panel detachable so that communication is possible with the passengers in the rumble seat. The new Marmon is also similar with its two passenger rumble seat. A very interesting sport coupe which typifies the type of body that has returned so noticeably is that put out by Franklin. This car is so low, in spite of the fact that it has standard ground clearance, that an average size man can look over the top without difficulty. The height, of course, has been saved by the low seating arrangement.

One company, the Gray, will concentrate on just the sedan model, according to announcement made just before the opening of the show. The car which is on exhibition is a de luxe type of sedan and is designed to meet the demand for a second car on the part of large car owners.

Getting back to the improvements in what may now be called the fundamental body—the sedan—these are apparent in many details. The front pillars adjacent to the windshield are all thinner and give greatly enhanced vision. The old type of thick pillar causes a blind spot. Some of the older type of cars had composite pillars 4 inches in width. These are almost universally down to 2 and 2 1/2 inches in the newer cars.

On the Willys-Knight an adaptation of the dimming and road lights has been worked out so that when the driver operates the dimmer, which is conveniently located on the steering column, he not only dims the lights, but turns on a lamp that illuminates the side of the road where the ditch would be located.

There are several improvements in the windshields. The shatter-proof glass has come in very strongly and is seen as regular equipment on many of the higher priced cars. The shapes of some of the windshields have been altered to improve the appearance. On the new Diana models, the windshields are now designed so that a slight raising of the glass allows the air to enter the car underneath the cowl and behind the instrument board. If the glass is raised still further, a direct current of air is allowed to enter as well as the other currents. This arrangement takes the place of the cowl ventilator formerly used.

The Diana two-door de luxe sedan is increased in length by nearly 9 inches and the front door is now 36 inches wide instead of 30. The rear window has also been lengthened. This has pushed the rear window back

AT THE R. A. A. DINNER



W.O. RUTHERFORD,
OF THE
D.F. GOODRICH COMPANY
OF AKRON.

J.C. WESTON, OF
THE AJAX RUBBER CO.,
NEW YORK

By KESSLER

Britain Open for Big Sale of Gas

Washington, Jan. 12.—Great Britain is in the market for the importation of 10,000 tons of gasoline, the Department of Commerce announces in its weekly list of foreign trade opportunities.

Detailed information concerning any of the following inquiries may be obtained by communicating with the automotive division of the department or any of its co-operative branches, giving the numbers affixed to the inquiry.

PURCHASERS

England—18712, gasoline, 10,000 tons.

Germany—18671, medium priced automobiles.

South Africa—18655, aluminum, Sumatra—18668, motor trucks, 1 1/2 tons capacity.

Switzerland—18703, imitation leather for automobile hoods and rubber cloth for hoods.

Tasmania—18660, tractors for plows.

AGENTS

Egypt—18649, touring cars, low-priced; 18709, lubricating oil; 18669, motor trucks, two-ton capacity.

Germany—18662 automobile accessories and tools; 18872, automobiles, first class.

New Zealand—18679, automobiles and trucks.

EXPORTER OF DAVIS CARS ABROAD VISITS AT SHOW

New York, Jan. 12.—One of the noteworthy guests of Mr. Walter C. Davis, sales manager of the George W. Davis Motor Car Company, during the New York show is Hal Reed, who has charge of the exportation of Davis cars into Europe and South America. Mr. Reed has made the trip to New York especially for the show, and will probably visit the Davis factory before he returns to his own field again.

for Economical Transportation

CHEVROLET

Now even finer quality and even lower prices than those which sold a half a million cars in 1925 make the Improved Chevrolet the biggest motor car value in motor car history.

Touring	\$510	Sedan	\$735
Roadster	\$510	Landau	\$765
Coupe	\$645	1/2 Ton Truck	\$395
Coach	\$645	1 Ton Truck	\$550

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

Dinner Given by Rubber Association Monday Night at Hotel Commodore



HOOVER SPEAKS TO N.A.C.C. DINERS

(Continued from Page 1)

from abroad, brought here by the second World Transport Congress, now in session.

After expressing pleasure at taking part in the annual dinner of the N. A. C., Mr. Hoover dwelt briefly on the place of the automobile in the nation's welfare, declaring it was not the perquisite of the rich nor the extravagance of the poor.

"You have expended hundreds of millions of dollars in perfection of every detail that would effect this economy in production and use," he went on. "In the ingenuity by which you have cheapened the cost of production, and the price, parallel with improvement in service, you have just one competitor in American industrial life—the electrical in-

dustry. You, like that industry, are giving your service to the public at less than pre-war prices despite the great increase in costs of materials and labor. It is a great accomplishment.

"There is a subject upon which both representatives of the automotive industry and automobile users, associations have sought the assistance of the Department of Commerce in the past few months.

"Your committee has asked that I refer to it tonight. That is the question of rubber. The artificial famine thus created has carried the price up about 500 per cent. higher than at the start of operations."

ready amounts to over 400,000,000 pounds.

"Considerable restrictions are still to be continued, despite reports to the contrary. As shown by the hearings before the Congressional committee, the artificial famine thus created has carried the price up about 500 per cent. higher than at the start of operations."

"The margin above the announced reasonable price amounts to about a 15 per cent. to 20 per cent. increase in the cost of operating our lighter cars, and affords the majority of our users who can least afford this increase. Therefore this is no academic question. Some persons seem to believe that we shall welcome the arrangement.

"Our own laws are designed to prevent restraint of trade, so that we are confronted with a fundamentally conflicting basis of economic life of vast significance. Our manufacturers and consumers are not allowed to unite, but they are faced with governmentally directed consolidated action in their raw material supplies. I, of course, do not believe we can accept the prin-

ciple that lies under all this for the economic development of the world. Rubber is but an example and a proof of many things.

"No doubt if the United States were to enter upon this sort of program of restricting production and fixing prices we could hold our own at the game, but it is present an appalling vision of ten to fifteen governments jockeying against each other and against the forty other nations who do not have the resources with which to enter."

"There are many issues involved in all this which in my view threaten the sane economic pro-

gress of the world and are filled with international friction and the undermining of international good will. They are questions of supreme difficulty.

"And they are not to be cured by ignoring them. On the contrary the hope of constructive solution is to pound them out on the anvil of frank debate and to act in protection of our people. Every nation is absolutely within its own rights in determination of its policies. We are equally within our own rights to discuss and determine how these poli-

(Continued on Page 27)

PONTIAC-OAKLAND LUNCHEON LIVELY

Hopi Indians Entertain With Live Snakes at Dealers' Meet

New York, Jan. 12.—Indian features, which included a band of Hopis, with live and real snakes, made the luncheon-meeting of Pontiac-Oakland dealers at the Commodore today unusual. There were more than 1,000 present.

W. R. Tracy, assistant director of sales, acted as toastmaster and presented Alfred P. Sloan, Jr., president of General Motors. Mr. Sloan again pledged the entire resources of the corporation to the support of the Pontiac-Oakland dealers and alluded to his own keen personal interest in the Pontiac car, for which he predicted a large volume of sales. "Remember," he said, "that volume makes price and that price makes profit."

"Bugs" Baer got and kept the crowd in a good humor with some original fun-making and A. R. Glancy, president and general manager, and C. W. Matheson, director of sales, made brief sales talks that were short and to the point. George Olsen and his band furnished the music and a brief program of vaudeville, under the direction of Waldo E. Fellows, advertising manager for Oakland, preceded the more serious business of the day.

KANSAS CITY FINDS BATTERY BUSINESS GOOD

Kansas City, Jan. 12.—The battery business is showing more than a seasonal increase, according to Kansas City dealers. Motor car owners are coming to realize that winter motor troubles are largely ignition troubles and are buying new batteries or having their old ones worked over more readily than formerly, battery men declare.

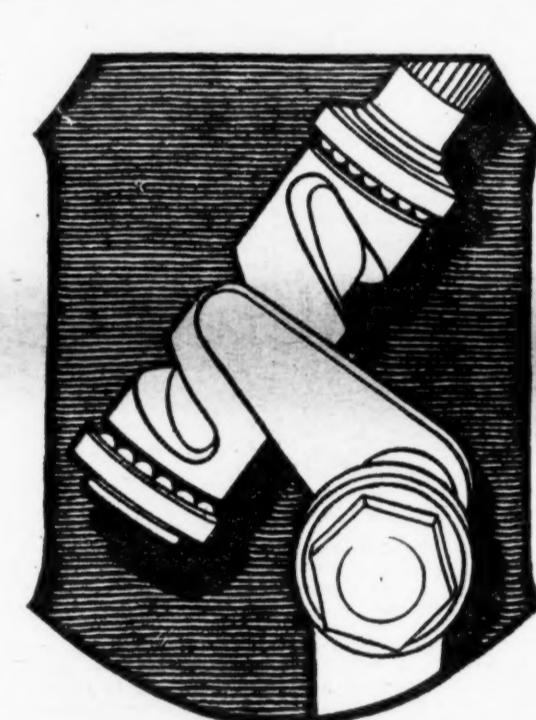
ENJOYING THEIR MEAL—Oakland chiefs at the luncheon-meeting yesterday of the Pontiac-Oakland dealers at the Commodore Hotel. Reading from left to right: C. W. Matheson, vice-president and director of sales; W. R. Tracy, assistant director of sales; A. R. Glancy, president and general manager; Alfred P. Sloan, Jr., president, General Motors.



STUTZ-CHRYSLER
Myers MAZING CYLING System
OF
AUTOMATIC CHASSIS LUBRICATION
Chassis Lubricating Co.

Rafway-N.J.

Show Headquarters
Hotel Belmont



ROSS
CAM and LEVER
STEERING GEARS

are standard equipment on more makes of cars, buses and trucks than any other gear . . . and every month brings new customers. The world demands easier steering and less road shock.
Ross supplies it.

Ross Gear & Tool Co., Lafayette, Ind.

[Grand Central Palace: Space C-41]

C. S. CRAWFORD ADDRESSES S. A. E.

He Explains Reasons For Stutz Departure To Eight

New York, Jan. 12.—Charles S. Crawford, Stutz engineer, addressed the Metropolitan Section of the Society of Automotive Engineers in the east ballroom of the Commodore Hotel and explained why Stutz has departed to an eight-cylinder power plant.

Mr. Crawford, who is here for the Auto Show, told briefly a number of interesting facts regarding the new car.

"In considering the type of motor to be adopted in production three factors had to be considered. These factors were, first, what type of motor would give the smoothest all-around performance; second, what motor would give the most volumetric efficiency; and third, in view of power output, which motor would be easiest to service.

"Considering exactly the same displacement, the eight-cylinder motor would be, due to the fact that the individual impulsions were smaller, a smoother oper-



Chas. S. Crawford

ing motor than the six of like displacement.

"Also, the relation of valves to cylinder diameters was somewhat in favor of the eight. Also, for same total valve area smaller valves can be used, meaning a cooler valve.

"The question then arose, Which type of eight? The V-type motor was immediately eliminated due to the fundamental troubles with inclined cylinders; the difficulties of carburetion to get best power, especially at low speed, and to inaccessibility of parts. In view of the fact that a certain minimum wheel base was required to give a certain riding luxury, the question then involved was whether an eight-cylinder-in-line motor could be used and still obtain adequate body room.

"When this was determined the vertical eight-cylinder motor was determined. It then became necessary to decide on which type of vertical eight—whether the 2-4 type, which in substance is two 4-cylinder motors in tandem, or the 2-4-2 type. Inherently the 2-4-2 type was perfectly balanced, and although a little more difficult to carburete, eventually was decided on as a better all-around job.

"The result is a motor in the new Stutz safety chassis of unlimited smoothness, with apparently no appearance of vibration in any point of its range, and this is accomplished without the use of dampners or balancers; a motor giving tremendous power output for its displacement, and a motor that should 'stay put' indefinitely, due to the liberal area of bearings and all wearing parts."

TARIFF WORRIES CANADIAN TRADE

Toronto, Jan. 12.—Appearance in Canadian daily papers on the eve of the opening of Parliament of a statement by R. S. McLaughlin, president of General Motors of Canada, Ltd., emphasizing that in 1925 the company left more money in Canada than it took out, is interpreted here as a defensive move in a struggle which the motor industry may have to enter into with the government at Ottawa.

The situation, so far as the automobile manufacturing industry in Canada is concerned, is a delicate one. The spread in prices between cars of similar makes in the United States and Canada is wide, being just sufficient under tariff and other tax levies to render importation unprofitable. There are, of course, good reasons for the higher cost of cars in Canada, but the average buyer does not appreciate them, and, while willing to pay a little more for a car, objects to existing spreads.

The principal automobile manufacturing plants in Canada are in the constituencies of South Ontario, North Essex and South Essex, in the Province of Ontario. In the late Parliament all three returned Liberal members, who supported the government of the present premier, Mackenzie King. While he was willing to go to considerable lengths to meet low tariff demands, he never interfered with the protection granted to the automobile manufacturers, largely because, it is claimed, he hesitated to endanger

his political standing in the automobile manufacturing constituencies.

During the last session of Parliament, on March 16, 1925, a resolution introduced by a progressive member from Alberta and calling for substantial reduction in the customs tariff on automobiles and motor trucks, was debated at some length. Figures were presented to the House showing the spread between prices in Canada and the United States, and it was claimed

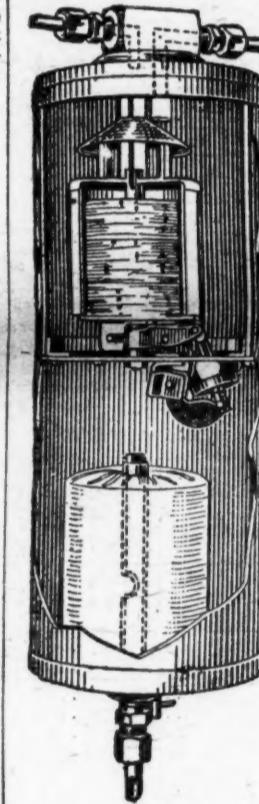
that prices had been advanced to the very limit allowed by the tariff. On a vote being taken, the motion was negative by 86 to 67. Conservatives joining with protectionist Liberals to defeat it.

Today the situation is vitally altered. Mr. King, with a minority following in Parliament, stands in dire need of progressive support. It has been hinted that one of the conditions attaching to their support is a lowering of the duty on automobiles.

Going after Sludge with Both Barrels!



One for Abrasives - one for Dilution



See the Kingston Oil Aerator at Space C-48 at the New York Show!

This matter of contaminated oil has come to be a decidedly serious matter. The motorist realizes it, and is seeking a positive cure for this evil.

Two methods present themselves. The removal of abrasives and the removal of dilution.

The Kingston Oil Aerator and Filter combines them, offering a double-barreled weapon for use against this dangerous enemy of an automobile motor.

Dilution is removed by aeration, abrasives by filtration, and, last and most important, SLUDGE is taken out, thus eliminating the destructive scratching, grinding and acid etching that is so detrimental to bearings and moving parts.

BYRNE, KINGSTON & CO.

Kokomo, Indiana

In New York

245 WEST 55TH STREET

Branches

New York

Chicago

Detroit

**BOYCE
MOTO METER**

The name "Moto Meter" is the registered trade-mark and the exclusive property of this Company

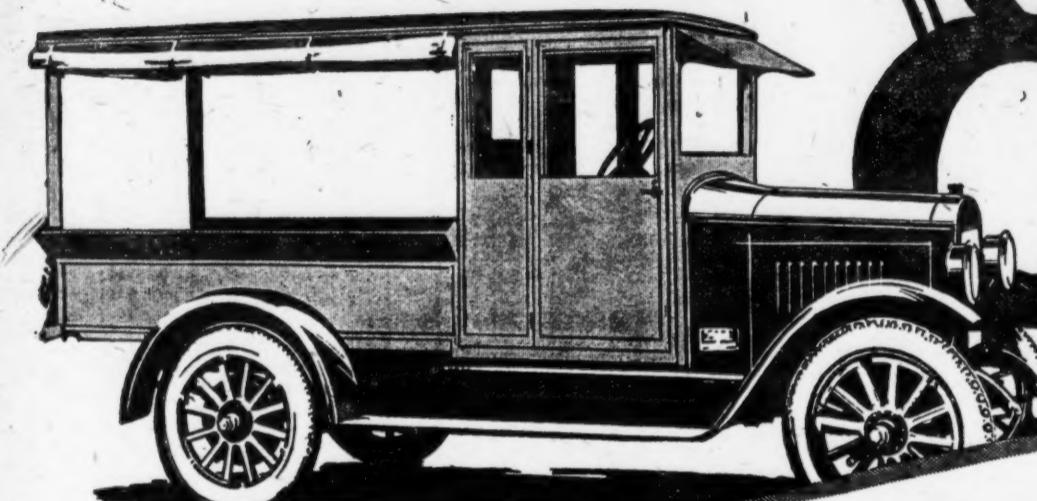
**KINGSTON
Oil Aerator AND Filter**

Specifications of 1926 Passenger Car Engines

Camshaft and Crankshaft Bearing Dimensions of the Engines That Are Used in America's Automobiles—
Bearing Clearance and Number of Bearings Used

Make and Model of Car	Make of Engine	No. Cylinders	Bore & Stroke	No. Camshaft Bearings	Diameter and Length of Camshaft Bearings					No. Crankshaft Bearings	Which Takes Thrust	Diameter and Length of Crankshaft Bearings					Clearance of Crankshaft Bearings	
					Front		Intermediate	Center, or No. 3, or No. 3 and No. 4*	Intermediate			Front		Intermediate	Center, or No. 3, or No. 3 and No. 4*	Intermediate		
					No.	Bore	No.	Front	Intermediate			No.	Front	Intermediate	Center, or No. 3, or No. 3 and No. 4*	Intermediate		
Ajax	Own	6	3 x 4	6	1.498 x 1.892	2.198 x $\frac{1}{16}$	2.168 x $\frac{1}{16}$	2.108 x $\frac{1}{16}$	1.249 x 1 $\frac{1}{16}$	7	4	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$.002	
Auburn, 4-44	Ly-CF	4	3 $\frac{1}{2}$ x 5	4	2.037 x 2 $\frac{1}{16}$	2.006 x $\frac{7}{8}$	1.974 x $\frac{7}{8}$	—	1.943 x 2	5	3	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Buick, Stand	Own	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	—	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	—	4	3	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Buick, Master	Own	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	2 x 2 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	4	3	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Cadillac	Own	8	3 $\frac{1}{2}$ x 5 $\frac{1}{2}$	6	—	—	—	—	—	3	—	2 $\frac{1}{16}$ x .	—	—	—	—	..	
Case, JIC	Co-8R	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	—	—	—	—	—	3	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	—	—	—	—	..	
Chandler	Own	6	3 $\frac{1}{2}$ x 5	4	1 $\frac{1}{16}$ x 2	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	4	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	—	—	.0015	
Chevrolet	Own	4	3 $\frac{1}{2}$ x 4	3	1 $\frac{1}{16}$ x 2 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	1 $\frac{1}{16}$ x 2	—	3	—	1 $\frac{1}{16}$ x 2 $\frac{1}{16}$	—	—	—	—	..	
Chrysler, 4-58	Own	4	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	3	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	2 x 1	—	—	3	—	1 $\frac{1}{16}$ x 2 $\frac{1}{16}$	—	—	—	—	.002	
Chrysler, 6-70	Own	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x $\frac{7}{8}$	2 $\frac{1}{16}$ x $\frac{7}{8}$	—	—	7	7	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.0025	
Cleveland, 31	Own	6	2 $\frac{1}{16}$ x 4 $\frac{1}{2}$	4	1 $\frac{1}{16}$ x 2 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	3	2	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	—	—	—	—	.003	
Cleveland, 43	Own	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	1 $\frac{1}{16}$ x 3	2 $\frac{1}{16}$ x $\frac{7}{8}$	2 $\frac{1}{16}$ x $\frac{7}{8}$	—	—	3	2	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	—	—	—	—	.003	
Cunningham	Own	8	3 $\frac{1}{2}$ x 5	5	—	—	—	—	—	3	1	2 $\frac{1}{16}$ x 3	—	—	—	—	.002	
Dagmar	Ly-2S	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	5	2.037 x 1 $\frac{1}{16}$	2.006 x 1	1.99 x $\frac{1}{16}$	1.974 x $\frac{1}{16}$	1.958 x 1 $\frac{1}{16}$	4	2	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Davis, 92	Co-8U	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	—	—	7	1	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.0015	
Davis, 93	Co-9L	6	2 $\frac{1}{16}$ x 4 $\frac{1}{2}$	4	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	—	—	4	1	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.005	
Diana	Co-12Z	8	3 $\frac{1}{2}$ x 4	5	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 x $\frac{1}{16}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	5	—	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$..	
Dodge Brothers	Own	4	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	3	—	—	—	—	—	—	—	1 $\frac{1}{16}$ x .	—	—	—	—	..	
Duesenberg	Own	8	2 $\frac{1}{16}$ x 5	4	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	—	3	1	2.3725 x 2.2495	—	—	—	2.3725 x 2.2495	..	
duPont	Ws-Y	6	3 $\frac{1}{2}$ x 5	3	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	—	—	—	—	3	2	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	—	—	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Elcar, 4-55	Ly-CF	4	3 $\frac{1}{2}$ x 5	4	2.037 x 2 $\frac{1}{16}$	2.006 x $\frac{7}{8}$	1.974 x $\frac{7}{8}$	—	1.943 x 2	5	3	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Elcar, 6-65	Ly-S	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	5	2.037 x 1 $\frac{1}{16}$	2.006 x 1	1.99 x $\frac{1}{16}$	1.974 x $\frac{1}{16}$	1.958 x 1 $\frac{1}{16}$	4	2	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Elcar, 8-81	Ly-2H	8	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	6	1 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2.006 x 1	1.99 x $\frac{1}{16}$	1.958 x 1	1.943 x 1 $\frac{1}{16}$	5	2	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2.3725 x 2.2495	..	2.3725 x 2.2495	.002
Essex	Own	6	2 $\frac{1}{16}$ x 4 $\frac{1}{2}$	3	2 x 1 $\frac{1}{16}$	—	—	—	—	3	2	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	—	—	—	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$..	
Flint, B-60	Co-14U	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	—	—	7	—	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.002	
Flint, E-80	Co-6E	6	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	1 $\frac{1}{16}$ x $\frac{7}{8}$	—	—	7	—	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 1 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$	2 $\frac{1}{16}$ x 2 $\frac{1}{16}$.005	
Ford, T	Own	4	3 $\frac{1}{2}$ x 4	3	.748 x 1.967	—	—	—	—	3	—	1.248 x 2 $\frac{1}{16}$	—	—	—	1.248 x 2 $\frac{1}{16}$..	

A $\frac{3}{4}$ Ton Speed Truck at \$895



CHASSIS PRICE

"Buddy" Stewart

"Buddy" is not only a remarkable truck at the price, but a remarkable truck at any price..

It exactly meets light delivery needs in power, capacity, dependable service, long life, low operating cost, and still sells at a lower price than any truck of its size and quality.

It is all truck—not a converted passenger car, not a one-year truck but a truck built to last for years—as good looking as it is reliable.

"Buddy" has a SIX-CYLINDER 40 h. p. Continental motor, remarkable for its gasoline economy and freedom from vibration—it gives 18 to 22 miles to the gallon of gasoline.

Rear springs 50 inches long, $2\frac{1}{2}$ inches wide, 32 x 4 cord tires insure easy riding comfort. Gemmer steering gear, large efficient brakes make it an easy truck to handle.

Think of the five inch frame, the big ten inch single plate clutch, the sturdy bevel axle. Timken bearings in front and rear axle insure long wear. Wheelbase, 118 inches, suitable for seven-foot body.

All the newest equipment—Zenith carburetor, electric lights and starter. Speedometer, oil gage and ammeter mounted on the dash under a glass panel.

Look it over, point for point, drive it and you will be convinced that "Buddy" is the greatest value on the American market.

Meet "Buddy" in the Stewart Exhibit
Commodore Hotel (New York) — January 9th to 16th
Sherman Hotel (Chicago) — January 30th to February 16th

Other Models

4 and 6 Cylinder Motors

1 Ton Speed Truck

$1\frac{1}{4}$ Ton Speed Truck

$1\frac{1}{2}$ -2 Ton Speed Truck

2 Ton, $2\frac{1}{2}$ -3 Ton, $3\frac{1}{2}$ -4 Ton

Also 18 and 25 Passenger

Bus Chassis

All Prices f.o.b. Buffalo, plus tax

Stewart

MOTOR TRUCKS

STEWART MOTOR CORPORATION—BUFFALO, N. Y., U. S. A.

Export Branch: 90 West St., New York City

Table of Passenger Car Engine Valves

Arrangement of Valves in the 1926 Motors, the Manufacturers and the Metals Used—Nominal Diameter of the Heads, and Diameter and Length of Stems—How the Valves Are Timed in Degrees of Arc—Makes and Dimensions of Front End Silent Chains

Make and Model of Car	Engine	No. of Cylinders	Bore & Stroke	Valve Arrangement	Intake Valves				Exhaust Valves				Valve Timing			Timing Chain											
					Make	Material of Head	Material of Stem	Nom. Diam. of Head	Length of Stem	Diameter of Stem	Make	Material of Head	Material of Stem	Nom. Diam. of Head	Length of Stem	Diameter of Stem	Pounds Valve Spring Pressure	Intake Opens	Exhaust Opens	Intake Closest After B.D.C.	Exhaust Closest Before B.D.C.	Make	Length	Width	No. of Links	Pitch	
Ajax	Own	6	3 x 4	L	Ajax	CI	S	1 1/2	4 1/2	1/8	Ajax	CI	S	1 1/2	4 1/2	1/8	40	5a	45	45	5a	None	
Auburn, 4-44	Ly-CF	4	3 1/2 x 5	L	CI	..	1 1/2	7 1/2	1/8	CI	..	1 1/2	7 1/2	1/8	49	0	35	42	5a	None	
Buick, Stand.	Own	6	3 1/2 x 4 1/2	O	Thomp	NS	Sil	1 1/2	...	1/8	Thomp	Sil	Sil	1 1/2	...	1/8	89	1b	68	77	32a	None	
Buick, Master	Own	6	3 1/2 x 4 1/2	O	Thomp	NS	Sil	1 1/2	...	1/8	Thomp	Sil	Sil	1 1/2	...	1/8	121	1b	68	77	32a	None	
Cadillac	Own	8	3 1/2 x 5 1/2	L	Sil	Sil	1 1/2	...	1/8	Sil	Sil	1 1/2	...	1/8	0	45	45	0	Mor	33	1 1/2	88	%		
Chandler	Own	6	3 1/2 x 5	L	Var	CI	S	1 1/2	6 1/2	1/8	Var	CI	S	1 1/2	6 1/2	1/8	68	2b	52	53	16a	Mor	33 1/2	1 1/2	77	%	
Chrysler, 4-58	Own	4	3 1/2 x 4 1/2	L	Rich	Sil	Sil	1 1/2	4 1/2	1/8	Rich	CN	CN	1 1/2	4 1/2	1/8	40	0	40	48	2a	None	
Chrysler, 6-70	Own	6	3 1/2 x 4 1/2	L	SP	CN	CN	1 1/2	5 1/2	1/8	SP	Sil	Sil	1 1/2	5 1/2	1/8	75	0	40	48	2a	Mor	29 1/2	1 1/2	59	%	
Cleveland, 31	Own	6	2 1/2 x 4 1/2	L	Tol	CI	S	1 1/2	4 1/2	1/8	Tol	CI	S	1 1/2	4 1/2	1/8	90	4b	53	56	11a	Mor	29 1/2	1 1/2	59	%	
Cleveland, 43	Own	6	3 1/2 x 4 1/2	L	Schl	CI	S	1 1/2	6 1/2	1/8	Schl	CI	S	1 1/2	6 1/2	1/8	90	2b	52	53	16a	Mor	30 1/2	1 1/2	61	%	
Cunningham	Own	8	3 1/2 x 5	L	Sil	Sil	1 1/2	6 1/2	1/8	Sil	Sil	1 1/2	6 1/2	1/8	432	75	5a	51	41	5a	None
Dagmar	Ly-2S	6	3 1/2 x 4 1/2	L	CN	..	1 1/2	5 1/2	1/8	Sil	..	1 1/2	5 1/2	1/8	36	0	40	47	5b	L-B	33 1/2	1 1/2	89	%	
Davis, 93	Co-9L	6	2 1/2 x 4 1/2	L	Co	NS	NS	1 1/2	...	1/8	Co	NS	NS	1 1/2	...	1/8	Mor	33 1/2	1 1/2	67	%		
Diana	Co-12Z	8	3 x 4 1/2	L	Asco	1 1/2	...	1/8	Asco	1 1/2	...	1/8	65	4a	46	41	4a	Mor	28 1/2	1 1/2	76	%	
Duesenberg	Own	8	2 1/2 x 5	O	Sil	Sil	1 1/2	4 1/2	1/8	Sil	Sil	1 1/2	4 1/2	1/8	33	0	45	48	12a	None	
duPont	Ws-Y	6	3 1/2 x 5	O	Sil	Sil	1 1/2	5 1/2	1/8	Sil	Sil	1 1/2	5 1/2	1/8	70	0	55	50	5a	L-B	42	1 1/2	112	%	
Elcar, 4-55	Ly-CF	4	3 1/2 x 5	L	CI	..	1 1/2	7 1/2	1/8	CI	..	1 1/2	7 1/2	1/8	49	0	35	42	5a	None	
Elcar, 6-65	Ly-S	6	3 1/2 x 4 1/2	L	CN	CN	1 1/2	5 1/2	1/8	Sil	Sil	1 1/2	5 1/2	1/8	36	0	40	47	5b	Mor	33 1/2	1 1/2	90	%	
Elcar, 8-81	Ly-2H	8	3 1/2 x 4 1/2	L	CN	CN	1 1/2	5 1/2	1/8	Sil	Sil	1 1/2	5 1/2	1/8	36	0	35	42	5a	L-B	37 1/2	1 1/2	100	%	
Essex	Own	6	2 1/2 x 4 1/2	L	1 1/2	5 1/2	1/8	1 1/2	5 1/2	1/8	40	7a	50	55	8a	Mor	28 1/2	1 1/2	57	%	
Flint, B-60	Co-14U	6	3 1/2 x 4 1/2	L	Co	CS	CS	1 1/2	5 1/2	1/8	Co	CS	CS	1 1/2	5 1/2	1/8	..	4a	46	41	4a	Mor	31 1/2	1 1/2	82	.4	
Flint, E-80	Co-6E	6	3 1/2 x ..	L	Co	CN	CN	1 1/2	6	1/8	Asco	1 1/2	6	1/8	..	10a	35	45	5a	Mor	36 1/2	1 1/2	73	%	
Ford, T	Own	4	3 1/2 x 4	L	Own	CI	S	1 1/2	4.974	.3105	Own	CI	S	1 1/2	4.974	.3105	30	12 1/2a	51	38	0	None	
Franklin, II	Own	6	3 1/2 x 4	O	Own	CV	CV	1 1/2	4 1/2	.339	Own	CS	CS	1 1/2	4 1/2	.339	30	Ram	28 1/2	1 1/2	57	%	
Gardiner, 8-A	Ly-2H	8	3 1/2 x 4 1/2	L	CN	CN	1 1/2	5 1/2	1/8	CN	CN	1 1/2	5 1/2	1/8	36	0	35	42	5a	L-B	37 1/2	1 1/2	100	%	
Hudson, Super 6	Own	6	3 1/2 x 5	L	1 1/2	6 1/2	1/8	1 1/2	6 1/2	1/8	62	7a	42	55	8a	Mor	31 1/2	1 1/2	63	%	
Hupmobile, 6	Own	6	3 1/2 x 4 1/2	L	CI	S	1 1/2	3 1/2	1/8	S	S	1 1/2	3 1/2	1/8	58	4a	51	47	0	Mor	30 1/2	1 1/2	82	%	
Jewett	Co-18L	6	2 1/2 x 4 1/2	L	2320	1020	1 1/2	5 1/2	1/8	2320	1020	1 1/2	5 1/2	1/8	50	4a	46	41	1a	L-B	33 1/2	1 1/2	89	%	
Jordan, J	Co-8S	8	2 1/2 x 4 1/2	L	Co	2330	1020	1 1/2	..	.309	Sil	Sil	1 1/2	..	.309	70	8a	40	40	8a	Mor	31 1/2	1 1/2	68	%	
Jordan, A	Co-9K	8	3 x 4 1/2	L	Co	2320	1020	1 1/2	..	.309	Sil	Sil	1 1/2	..	.309	80	12a	40	40	8a	Mor	33 1/2	1 1/2	67	%	
Kissel, 6-55	Own	6	3 1/2 x 5 1/2	L	SP	EWP	EWP	1 1/2	5 1/2	1/8	SP	Sil	Sil	1 1/2	5 1/2	1/8	60	5a	35	45	0	L-B	31 1/2	1 1/2	84	%	
Kissel, 8-75	Own	8	3 1/2 x 4 1/2	L	SP	EWP	EWP	1 1/2	5 1/2	.342	SP	Sil	Sil	1 1/2	5 1/2	.342	60	0	35	42	5a	L-B	37 1/2	1 1/2	100	%	
Lexington, 6-50	An-M	6	3 1/2 x 4 1/2	O	SP	EWP	EWP	1 1/2	5.691	.31	SP	Sil	Sil	1 1/2	5.691	.31	80	10a	56	50	10a	L-B	46 1/2	1 1/2	124	%	
Lincoln	8	3 1/2 x 5	L	Sil	Sil	1 1/2	6 1/2	1/8	Sil	Sil	1 1/2	6 1/2	1/8	85	2 1/2b	46	48	0	Mor	38 1/2	1 1/2	77	%	
Locomobile, Jr. 8	Co-8P	8	2 1/2 x 4	L	Co	Sil	Sil	1 1/2	4 1/2	.33	Co	Sil	Sil	1 1/2	4 1/2	.33	98	0	36	36	...L-B	38 1/2	1 1/2	102	%		
Locomobile, 90	Own	6	3 1/2 x 5 1/2	L	SP	Sil	Sil	1 1/2	7 1/2	.3725	SP	Sil	Sil	1 1/2	7 1/2	.3725	95	0	50	40	10a	L-B	42				

99⁹/₁₀ PROTECTOMOTOR 99⁹/₁₀

REG. U.S. PAT. OFF.
Perfect Positive Protection

'World's Greatest Motor Necessity'

On Exhibition At The Hotel Commodore

More than an air cleaner, more than an empty shell, Protectomotor is an Air Filter that keeps all the dirt, dust, sand, grit and other abrasives out of the motor and the oil in the motor.

The only way fine dust and other abrasives get into the motor is through the air intake of the carburetor. When you consider the fact that 9,000 times as much air passes into the motor as gasoline and 200,000 times as much air as oil, you can easily understand how Protectomotor gives complete protection and makes filtering the oil unnecessary. It is better to keep the abrasives out of the oil than to try to filter them out after they have done the damage.

Mechanical air cleaning does not and cannot remove all the fine, gritty, grinding particles of dust, sand and grit from the air supply to the motor. Air, like water, must be filtered. There is as much difference between the Protectomotor and an ordinary air cleaner as between the vacuum cleaner and the broom.

Protectomotor is Standard Equipment with and Recommended by these Manufacturers:

Acme Motor Truck Company
American LaFrance Fire Engine Co.
Austin (France)
Bean Spray Pump Company
Brown Hoisting Machinery Co.
Bucyrus Company
J. I. Case Threshing Machine Company

Chicago Pneumatic Tool Co.
Clark Tractor Co.
Corbitt Motor Truck Company
Curtis Mfg. Company
Elgin Street Sweeper Co.
Fageol Motor Company
Fiat (Italy)

General Motors Truck Company
Holt Manufacturing Company
Ideal Power Lawn Mower Co.
Ingersoll-Rand Company
International Harvester Co.
International Motor Co.
LeRoi Company

Mack Truck Company
Memominee Motor Truck Co.
Novo Engine Company
Pierce-Arrow Motor Car Co.
G. S. Schacht Motor Truck Co.
Sullivan Machinery Co.
Yellow Truck & Coach Mfg. Company

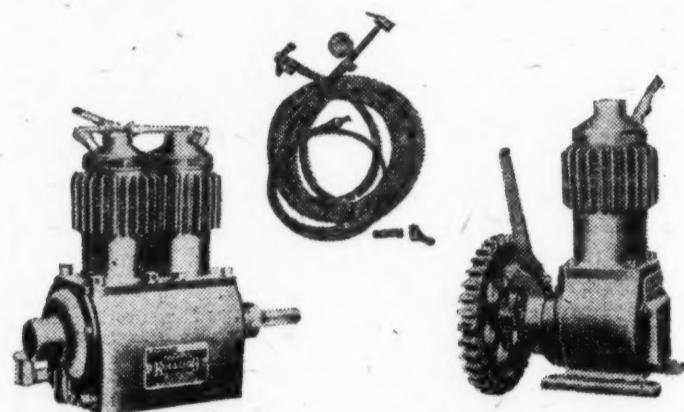
Come to the Hotel Commodore and see, by actual test how Protectomotor filters from the air the fine dust that passes through ordinary air cleaners.

STAYNEW FILTER CORPORATION, ROCHESTER, N. Y.



See our exhibit at the Hotel Commodore for proof of statements in this advertisement

Pneumatics Need Kellogg's!!!



Truck manufacturers have found that the installation of a Kellogg engine-driven tire pump on every pneumatic job makes and keeps satisfied customers.

Truck dealers have found that when Kellogg's are not carried as standard equipment they win many friends and create boosters for their trucks by recommending Kellogg engine-driven tire pumps for every job that goes out on pneumatics.

That is why you will find Kellogg's on the following makes of trucks:

Acme	Gotfredson
Advance Rumely	Guilder
American-La France	Hawkeye Dart
American Motor Body	Huffman
Atterbury	Larrabee
Biederman	Maccar
Brockway	Mack
Century	Maxim
Clydesdale	Minneapolis Steel
Coleman	Nelson
Commerce	Pierce-Arrow
Corbitt	Republic
Day-Elder	Ruggles
Diamond T	Standard
Federal	Stewart
Four-Wheel Drive	United
Garford	White
Gary	Wichita
G. M. C.	Winther
	Yellow Coach

Kellogg Manufacturing Company
ROCHESTER, N. Y.

Electrical Equipment of the New Cars

Makers of Ignition Units, Generators, Starting Motors, Storage Batteries, Spark Plugs, Head Lamps, Lenses, Etc., Together With Information Regarding Such Electrical Units—the Firing Order of Engines, Degrees of Spark Advance, and Other Important Details

Make and Model of Car.	Make of Ignition Unit.	Firing Order.	Degrees of Spark Advance.		Size and Make of Spark Plugs.	Make of Ignition Switch.	Make of Ignition Cable.	Make of Starting Motor and Generator.	Generator Cut-in Speed (Car. M.P.H.)	Max. Charge's Rate in Amp.	Type of Starting Motor Drive.	Make and Model of Storage Battery.	Battery Voltage & Amp. Hour Capacity.	Which Terminal Is Grounded?	Where Is Storage Battery Mounted?	Make of Ammeter.	Make of Head Lamps, Single or Double Contact Bulbs.	Diameter	How Are Head and Make of Head Lamp Lenses.
			Man- ual.	Auto- matic.															
Ajax	A-Lite	153624	..	30	AC-reg	B&S	Remy	A-Lite	9	15	Bdx USL 3-HVX 5x5	6-92	N	UFS B&S	Hall	s	8 1/2 -Lbty	Res	
Auburn, 4-44	Remy		Ch-reg			Remy	Bdx USL XY-13	6-84	..			Ind	
Auburn, 6-66	Remy	153624	Ch-reg		Pack	Remy	..	12	Bdx USL XY-13	6-84	P	Frame NGE	Ind	d	8 1/2 -Ind	Res	
Auburn, 8-88	Remy	16258374	Ch-reg		Pack	Remy	..	11	Bdx USL XY-13	6-100	P	Frame NGE	Ind	d	8 1/2 -Ind	Res	
Buick, Stand	Delco	142635	24	18	AC-long	Delco	BWC	Delco	8	18	SG Exd 3-XC-13-1	6-90	N	UFF NGE	E&J	s	8 1/2 -Tilt	2-F	
Buick, Master	Delco	142635	24	18	AC-long	Delco	BWC	Delco	8	18	SG Exd 3-XC-15-1	6-105	N	UFF NGE	Ind	s	8 1/2 -Tilt	2 F	
Cadillac	Delco	1R4L4R2R-3L3R2L1L	22	30	AC-reg	Delco	..	Delco	10	14	Mech Exd 3-LXRV-15-2G	6-130	U	LRB West	Hall	s	..	2-F	
Case, JIC	Delco	153624	30	21	AC-reg	Delco	Pack	Delco	7	18	Bdx Will SJRRN-4	6-118	P	Frame NGE	Hall	s	9 1/2 -Mono	Res	
Case, Y	Delco	153624	15	22	AC-reg	Delco	Pack	Delco	7	18	Bdx Will SJRRN-6	6-132	P	Frame NGE	Hall	s	9 1/2 -Mono	Res	
Chandler	AmBsh	153624	No	16	AC-long	Var	Var	AmBsh	5	14	Bdx POL 613-RHK	6-105	P	Frame Var	Var	s	9-Var	Res	
Chevrolet	Remy	..	40	No	AC-reg	Remy	..	Remy	..	14	Bdx Exd 3-XC-13-1	6-84	Ind	
Chrysler, 4	Remy	1342	22	18	AC-reg	Clump	Ker	Remy	8	14	Bdx Willard	6-93	P	UFF Tiff	TJC	s	8 1/2 -Pln	Res	
Chrysler, 6G	Remy	153624	25	15	AC-reg	Remy	Ker	Remy	7	16	Bdx Willard	6-100	P	UFF NGE	Hall	s	8 1/2 -R&L	Res	
Cleveland, 31	AmBsh	153624	15	20	AC-reg	Clum	Pack	AmBsh	9	13	Bdx POL 611-RHK	6-80	P	UFF NGE	TJC	s	8 1/2 -Pln	Res	
Cleveland, 43	AmBsh	153624	15	20	AC-reg	Clum	Pack	AmBsh	9	14	Bdx POL 611-RHK	6-80	P	UFF NGE	TJC	s	8 1/2 -Pln	Res	
Cunningham	Delco	1R5L4R8L-6L3R7L2R	17	25	AC-reg	Delco	Ker	Delco	10	16	Bdx Willard	6-160	N	..	West	..	s	11-B&L	Res
Dagmar	A-Lite	153624	Ch-reg	A-Lite	Pack	A-Lite	8	16	Bdx Exd 3-XC-15-1	6-100	..	Ster Havr	Mono	..	
Davis, 92	Delco	153624	AC-reg	Delco	Pack	Delco	8	10	Bdx Will CWR-15	6-80	N	UFS NGE	..	s	Mono	Res	
Davis, 93	Delco	1536424	AC-reg	Delco	Pack	Delco	8	10	Bdx Will CWR-15	6-60	N	UFS NGE	Brwn	s	Mono	Res	
Diana, 8	Delco	16258374	40	21	Ch-reg	Delco	Remy	Delco	..	15	Bdx USL XY-15	6-100	N	UFS NGE	Brwn	s	9 1/2 -McK	Res	
Dodge Brothers	NE	1342	20	25	Var-reg	Clum	..	NE	8	7	Chn Exd or Will	12-50	P	..	E&J	..	Own	Res	
Duesenberg	Delco	15374826	30	23	AC-reg	Delco	Pack	Delco	8	12	Bdx Exd 3XX-15-1	6-116	N	Frame Stew	Aga	s	10 1/2 -B&L	Res	
du Pont, D	AmBsh	142635	AC-reg	CH Pack	AmBsh	..	14	Bdx Wstgths 6-OB-13	6-113	P	Frame NGE	Hall	s	8 1/2 -Mono	SB		
Elcar, 4-55	A-Lite	1342	30	30	Ch-reg	..	Pack	A-Lite	7 1/2	15	Bdx USL XY-13	6-90	N	Frame Nagl	Brwn	s	Mono	SE	
Elcar, 6-65	A-Lite	153624	30	30	Ch-reg	Clum	Pack	A-Lite	8	15	Bdx USL XY-13	6-90	N	Frame Nagl	Brwn	s	7 1/2 -Mono	SB	
Elcar, 8-81	Remy	16258374	25	24	Ch-reg	Delco	Pack	Remy	10	18	Bdx USL XY-15	6-100	N	Frame Nagl	Brwn	s	Mono	SB	
Essex	AmBsh	153624	..	11	AC-sh	AmBsh	Pack	AmBsh	..	14	Bdx POL 613-JFK	6-105	N	Frame NGE	..	d	8-Sprd	Res	
Flint, B-60	A-Lite	153624	20	20	AC-reg	Clum	A-Lite	A-Lite	8	15	Bdx USL 3-HVF-5X	6-92	N	Frame Nagl	TJC	s	Smith	Res	
Flint, E-80	A-Lite	153624	25	..	AC-reg	Clum	A-Lite	A-Lite	8	15	Bdx USL 3-HVF-6X	6-117	N	Frame Nagl	TJC	s	Smith	Res	
Ford, T	Own	1243	..	No	Ch-1/2 "	Own	10	12	Bdx Own	6-135	N	Frame ..	Own	d	8 1/2 -Own	Res	
Franklin, II	A-K	142635	No	..	Ch-reg	Conn	Pack	O-Dyn	8	14	Bdx Will CR-19	6-136	N	UFS NGE	Brwn	s	10 1/2 -B&L	SB	
Gardner, 8A	Remy	16258374	20	15	Ch-reg	Hers	Pack	Remy	Bdx POL 617-RHK	6-152	NGE	TJC	s	9 1/2 -Pln	Res
Gray, O	A-Lite	..	50	No	AC-reg	A-Lite	Bdx USL CVF-5X	6-84	
Hudson, Super 6	AmBsh	153624	..	16	AC-sh	AmBsh	Pack	AmBsh	..	18	Man POL 615-JFK	6-120	P	..	NGE	..	s	9-Sprd	Res
Hupmobile, 6A1	A-Lite	153624	30	20	Ch-reg	B&S	..	A-Lite	8	15	Bdx Willard	6-120	N	Frame Ster	E&J	..	Mac-E	Res	
Hupmobile, E-2	Delco	15238476	38	20	Var-reg	B&S Own	A-Lite	8 1/2	17	Bdx Will SJRR-6	6-153	P	Frame ..	E&J	..	8 1/2 -B&L	..		
Jewett	Remy	153624	21	20	AC-reg	Clum	Pack	Remy	7	17	Bdx Wstgths	6-115	P	ULS	s	8 9/64	Res	
Jordan, J	AmBsh	16258374	50	24	Ch	CH Pack	AmBsh	11	15	Bdx Will CRR-15	6-105	N	Frame NGE	E&J	s	8 1/2 -Mono	SB		
Jordan, A	AmBsh	16258374	15	20	Ch-reg	CH Pack	AmBsh	11	18	Bdx Will CRR-19	6-135	N	ULS NGE	Hall	s	9 1/2 -Mono	SB		
Kissel, 6-55	Remy	153624	10	10	AC-long	B&S Pack	Remy	..	19	Bdx Will SJR-4	6-118	P	Frame NGE	Hall	s	..	Res		
Kissel, 8-75	Remy	16258374	10	10	AC-reg	B&S Remy	Remy	..	19	Bdx Will SJR-4	6-118	P	Frame NGE	Hall	s	9 1/2 -B&L	Res		
Lexington, 6-50	Delco	153624	30	20	Ch-reg	Delco	Pack	AmBsh	7	14	Bdx Will XW-15	6-100	P	UFF NGE	TJC	s	8 1/2	Res	
Lincoln	Delco	1R4L2R3L-4R1L3R2L	20	28	Ch-reg	Delco	10	18	SG Exd 3-LXRV-15-2	6-135	N	Frame West	..	s	9 1/2 -McK	Res	
Locomobile, Jr. 8	DeJon	16258374	Ch-sh	Clum	A-Lite	DeJon	9	16	Bdx USL HVF-6X	6-117	N	Frame Nagl	Ind	s	9	SB	
Locomobile, 90	DeJon	153624	6	10	AC-sh	De-Jon	A-Lite	DeJon	9	17	Man USL HVF-8Z	1-166	N	RB West	Brwn	s	10-B&L	SB	
McFarlan, 8	Delco	16258374	20	21	AC-long	Delco	Pack	Delco	Bdx Will SJRR-4	6-100	P	Frame West	Ind	s	9 1/2 -Mono	SB	
McFarlan, SV	Delco	142635	AC-xlong	Delco	Pack	Delco	Bdx Will SJRR-4	6-100	P	Frame West	Ind	s	9 1/2 -Mono	SB	
McFarlan, TV	DeJon	142635	AC-xlong	Clum	Pack	DeJon	Bdx Will SJRR-6	6-165	P	Body West	Vest	s	..	SB	
Marmon, 74	Delco	153624	40	25	AC-reg	Delco	Ker	Delco	10	14	MS POL 617-SHK	6-170	P	UFS US	Ind	s	9 1/2 -B&L	Res	
Moon, A	Delco																		

These facts speak for themselves

Each Year USL Gains Important
Car Equipment Contracts. 1925
Additions Include:

AJAX
AUBURN
CHEVROLET
(Partial)
DIANA
ELCAR
FAGEOL
GARFORD
GRAMM-KINCAID
HENNEY
LOCOMOBILE
MOON
PEERLESS 80
VICTOR

USL Batteries Have Been Exclusive
Equipment on the Following
Cars for Years:

DURANT
FLINT
GRAY
MILLER
NASH
Special Six
OVERLAND
REPUBLIC
RICKENBACKER
ROAD KING
STAR
STEARNS-KNIGHT
WILLYS-KNIGHT
AND MANY OTHERS

USL batteries are approved by prac-
tically every leading automobile manu-
facturer.

Every year many new names are added
to the USL initial equipment list.

With but two exceptions, no car manu-
facturer has changed from USL *during the
past six years.*

USL has 154 wholesale distributors in
logical distributing centers.

10,500 USL service stations and dealers
sell and endorse USL quality.

This constitutes an invaluable nation-
wide service to car manufacturers, car
dealers and users.

*"There is a USL Service Station near
you."*

The USL factory at Niagara Falls, New
York, occupies a 33-acre site, with 26 build-
ings and 10 acres of floor space.

Scientific knowledge, 27 years' experi-
ence and rigid inspection safeguard USL
quality.

Unlimited resources and vast produc-
tion facilities guarantee maximum effi-
ciency and economy.

U. S. LIGHT & HEAT CORPORATION, Niagara Falls, N. Y.

USL PACIFIC COAST FACTORY,
Oakland, Cal.

USL CANADIAN FACTORY,
Niagara Falls, Ontario

USL AUSTRALIAN FACTORY,
Sydney, N. S. W.

**USL AUTO and RADIO
Batteries**

USL MANUFACTURES THE NATIONALLY KNOWN USL ELECTRIC ARC WELDER

Car Sales Forge Steadily Ahead in Most Centers

ST. PAUL, Minn., Jan. 12.—New car sales in St. Paul in 1926 will show a substantial advance over 1925, in the opinion of dealers, whose order books now are running from 50 to 175 per cent. heavier than a year ago at this time.

Although many of the orders call for deliveries "after the automobile show," to be held here early in February, all dealers are well satisfied with their business and are confident that the "saturation point" is as far away this New Year as it was last, or as it was when the industry first began.

Most of the Ford dealers in St. Paul are asking for bigger contracts this year than last in anticipation of heavier sales on the strength of the many new improvements. The East Side Motor Sales reports orders so far this year about 80 per cent. better than in the same period last year. The Muesel Motor Company's books show business about 100 per cent. better.

New models and price reductions have brought scores of prospective buyers in to Chevrolet dealers during the last ten days. The McDonald Chevrolet Company, the Midway Chevrolet Company and the University Chevrolet Company report booked orders "exceeding last year."

There has been little slack in Hudson-Essex sales during the last several weeks and a point unusually high for the winter months has been maintained, according to the Twin City Motor Car Company. Sales of the coaches of both models, but particularly Essexes, are running well over 150 per cent. greater than last year.

Studebaker sales in St. Paul in 1926 are expected to reach a high figure as a result of an expansion program being put into effect by the Studebaker Corporation of America, which recently took over the sales offices both here and in Minneapolis. Although no figures were announced, "satisfactory sales bookings" were reported.

The widely advertised price cuts in Dodge have attracted much attention. Dodge sales in St. Paul always have been strong, and Louis Jordan of the L. W. Jordan Company predicts that the entire 1926 season will continue at the strength shown during the last ten days. He estimates sales during January will exceed last year's sales by 50 per cent.

ALLIANCE, O.

Alliance, O., Jan. 12.—The post-Yule slump in new car sales has hit Alliance.

The Looker - Freer Company, Studebaker dealers; the Alliance Buick Company and the Motor Service Company, handling the Willys-Knight and Overland lines, reported a brisk sale just prior to the holidays. These were largely deliveries for Christmas.

Several Alliance motor car dealers are looking with optimism upon the prevailing slump, attributing it to automobile shows and the changed models which are making their debut at these exhibits.

CHARLOTTE, N. C.

Charlotte, N. C., Jan. 12.—Chevrolet and Dodge Brothers prices were the feature of the new car market here and in this immediate territory as the New Year got off to a fine start for the automotive trade.

The announcement of the reductions in prices of Dodge Brothers motor cars aroused more public interest here than any previous similar action on the part of the manufacturer, according to information obtained from the offices of Charles E. Lambeth Motor Company, Dodge Brothers distributor. The new prices brought about a substantial pickup in sales, it was explained. This company now is able to make immediate delivery on all models but failure to accumulate a surplus, officials of

Rochester's Auto Row Shifting

ROCHESTER, N. Y., Jan. 12 (U. T. P. S.)—That the automotive industry in Rochester is in a prosperous state is indicated by the fact that several firms are seeking new and larger quarters or expanding their present plants to accommodate the increased business which they are now enjoying.

Combine Motors, Auburn distributor, has moved from East Avenue, Rochester's "automobile row," to 136 North St., where it now has about twice the amount of floor space.

Miller-Lee Motors, Inc., distributor of Overland and Willys-Knight, has moved to new and larger quarters in University Avenue. A service station, equipped with automatic door openers, washing machines and modern shop equipment, is a feature of the new quarters.

Gilpin Motors, Flint distributor, now located in Main Street West, has filed an application to erect an \$18,000 showroom at 1233 University Avenue. The building will be 60 feet wide and 112 feet long.

The Cunningham-Joyce Motor Corporation of 706 Dewey Avenue has just completed an addition to its plant which makes it one of the largest Chevrolet service branches in this part of the state. With the new addition the building which the firm occupies is now 90 by 158 feet.

NEW DISTRIBUTOR

ROCHESTER, N. Y., Jan. 12 (U. T. P. S.)—The D. H. Tiffany Corporation, replacement parts house, has secured the distributorship for Perfect Circle piston rings manufactured by the Indiana Piston Ring Company.

this company said, is causing them to fear the possibility of difficulties in making deliveries when the spring demand develops.

While the price generally has not been an outstanding factor in sales of Chevrolet cars, the recent reduction in prices has enabled the Pyramid Motor Company to make a substantial number of sales which had been "hanging fire" for various reasons, according to Fred Anderson, executive of that company. He described conditions in this territory at this time as being "better than fair and improving."

The month of December was record-breaking, so far as sales by C. C. Coddington, Inc., Buick distributor for the Carolinas, was concerned. It was understood that the retail department of this company reported that the sales closed early in January were of "entirely satisfactory" volume, considering the high peak of December's business.

A slow but steady improvement in demand during the next six weeks and then a spurt as the spring demand develops was forecast by the Buick distributor, as well as Burwell-Harris Company, Nash distributor; Hoppe Motors, Inc., Chrysler distributor; Upchurch Motor Company, Studebaker distributor, all of whom reported a seasonal after-Christmas slump in demand.

Distributor Doings

IN NEW QUARTERS

SPOKANE, Jan. 12 (U. T. P. S.)—James L. Elam, distributor of Paige and Jewett automobiles, signed a three-year lease, effective January 1, on the building at the southeast corner of Second and Lincoln. The building, which was recently vacated by Ahrens and Ahrens, Hupmobile and Cadillac distributors, has 14,000 square feet of space.

NEW HUDSON DEALER

ST. PAUL, Minn., Jan. 12.—Hudson-Essex distribution in St. Paul was expanded this week with appointment by the Twin City Motor Car Company of a new dealer on University avenue, the Dale Automotive company, headed by John Mehlinger and M. C. Binda.

NEW POSITION

LITTLE ROCK, Ark., Jan. 12.—George H. Compton, until recently of the sales promotion department of the Chevrolet Motor Company as special representative, has taken the post of sales manager for the Green Chevrolet Company, Little Rock.

NOW SALES MANAGER

CHICAGO, Jan. 12.—W. S. Mehafey, for many years associated as an executive with Triangle Motors, Inc., when that firm represented the Haynes in Chicago, has been appointed retail sales manager of the Chicago branch of the Locomobile Company.

BUTLER BUICKS

BUTLER, Pa., Jan. 12.—The Cheeseman-Watson Company, Butler distributor of the Buick, has completely outfitted the Y. M. C. A. team of the Butler County Basketball League, and the team is known as the Butler Buicks.

CHANSLOR & LYON HOLD SALES CONFERENCE

SEAUL, Jan. 12.—The annual sales conference of Chanslor & Lyon for the Seattle branch has just closed. E. J. McCarthy, Northwest manager, was in charge. E. O. Johnstone, Pacific Coast manager for the American Chain Company; Carl Palmen, head of Parker-Waterman Company, and Rodney Johnson, manager along the coast for Johns-Manville, were among prominent factory representatives present during the four-day sessions.

AVAILABLE: MERCHANDISING MAN

Sales-Advertising-Organization Executive

18 years' experience and acquaintance in automotive field. Desires connection which will permit living in Philadelphia. Accredited AI as to character, industry, personality and ability. Compensation secondary to opportunity. Address

GEORGE H. DUCK,
The Wellington, 19th & Walnut
Sts., Philadelphia, Pa.

Nash to Address Wisconsin Dealers

British Auto Exports Higher

MILWAUKEE, Wis., Jan. 12.—C. W. Nash, president of the Nash Company of Kenosha, Wis., will address the annual banquet of Nash dealers of Wisconsin and the northern peninsula of Michigan, Thursday, January 21, in the Fern Room of the Pfister Hotel, Milwaukee.

Between 250 and 300 Nash dealers will be in attendance at the banquet. Factory officials from Kenosha, including E. H. McCarthy, general sales manager, will meet with the dealers at this big annual gathering.

BUY OUT COMPANY

SPRINGFIELD, Mass., Jan. 12.—The B. H. Spinney Company has acquired the automotive accessories, replacement parts and equipment business of the Wetmore-Savage Company and has removed from 46 Hampden St. to 62 Hampden St. Personnel of organization and lines of merchandise handled remain the same.

American cars predominated in the British imports, according to a cable from Acting Commercial Attaché H. D. Butler at London, who estimates that sales of new cars, of which 75 per cent. are light cars, will total 100,000—valued at more than \$50,000,000 in 1926.

"Some American cars sold exceptionally well, and increases are noted in at least one high-priced American make," the report states. "The outlook for American cars is encouraging."



New Departure Ball Bearings

NEW Departures in any car are an indication that even in these days of strenuous competition the engineers have made their chief concern the car's dependability in the hands of its owner.

Other bearing types may cost less, but they would not give the freedom from readjustment and replacement so essential in inaccessible positions and those of hardest service.

Established quality is responsible for the use of New Departure Ball Bearings in practically every make of car.

The New Departure Manufacturing Company, Detroit, Bristol, Connecticut, Chicago

The user of a Red Seal Motor can be certain of dependable, economical power, plus exceptionally long life. And such a power unit yields the owner tangible returns on his investment.

Continental Motors Corporation

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World

Wide Variation in Rental Averages, Reports Reveal

Boise, Ida., Jan. 12.—Boise automobile dealers allow from 2 to 16 per cent. of their gross expenditures each year for rent, it is disclosed by interviews with leading dealers. The low extreme is represented by the Boise Overland Company, and the high point by the King Motor Company.

Rental should be kept in proportion, that is not too high for the volume of business, but at the same time high enough to get more than a hole in the wall, say King Motor Company executives.

A somewhat different view of the importance of location is taken by the Boise Overland Company, operated by Ash Brothers.

"Location is one of the most important features from an advertising standpoint," says Russell Ash. "It is absolutely necessary that your goods be shown to the public or called to their attention in order to interest the masses."

"Prior to the middle of the year we had a good location, but very poor facilities for displaying our goods. Since that time we have experienced a very healthy increase in our retail business, which can only be attributed to the location and the facilities for displaying our merchandise."

Believe Central Location Essential

San Antonio, Tex., Jan. 12.—An interesting contrast is brought out in the estimates given by two local automotive dealers regarding their rental costs.

"Based on an annual volume of \$100,000 gross sales," says Ward Orsinger, president of the Orsinger Motor Company, dealer in Flint and Star cars, "our rental will average about 3 per cent. In arriving at this estimate I am taking into consideration only new car sales and am not including rental cost for storage, repairs and office.

"This figure, I believe, is a little

FROM CZECHO-SLOVAKIA—These two delegates came to the World Motor Transport Congress being held at the Hotel Roosevelt in New York. They are Director Ernest Mohelsky and Director Frank Marik.



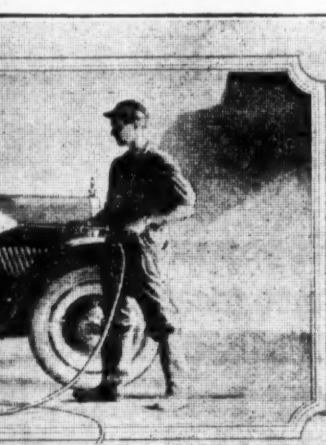
(Underwood & Underwood.)

Retires After 15 Years in Business

Chicago, Jan. 12.—John H. Quinlan, president of the Quinlan Motors Company, has retired from the automobile business and sails on January 21 for an extended trip around the world. He has been in the Chicago field for fifteen years.

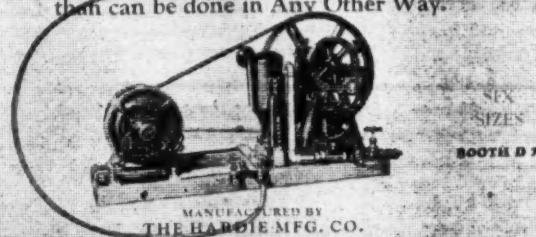
All the business and good will of the Quinlan Motor Company has been sold to the Moon Motor Car Company and the Chicago salesrooms will be a branch of the factory in St. Louis. F. E. Walsh, general sales manager of the Quinlan Motor Company, has been appointed manager of the new Chicago branch, which will conduct a wholesale salesroom at the Wabash Avenue address and a retail salesroom at 2029 South Michigan Avenue.

high, caused by local business conditions, but at this time is satisfactory. Inasmuch as this has been our first year with the Durant line, we will probably be able to reduce this figure in 1926.



HARDIE CAR-WASHER

The Fastest and Most Efficient Car Washer on the Market. Earns More Profit with Less Investment. Creates More Business by doing Better Work than can be done in Any Other Way.



For Twenty-Six Years the Foremost Manufacturers of High Pressure Pumps

Improvement in Used Car Situation Seen for 1926

CANTON, O., Jan. 12.—A survey of the used car situation indicates that the first quarter of 1926 will see more activity in used cars than the corresponding period a year ago. Already there has been an increased demand for used cars since the holiday season, and dealers are extremely optimistic.

Canton dealers, particularly the Chevrolet and Ford dealers, find it pays to recondition the cars they accept in trade-ins and say they move easier and bring better prices.

While the market was sluggish during the holidays, there has been an improvement since the first of the year and with the exception of open cars used car sales have shown a tendency to pick up.

Recent price cuts in new cars, many of which already are effective, have had a tendency, dealers said, to slow up used car sales, as many used car prospects have preferred to buy a new car at the reduced price rather than take a chance on a used machine.

KANSAS CITY

Kansas City, Jan. 12.—Used

car sales for the first week of the new year are approximately 25 per cent. better than a year ago, dealers report.

M. F. Hauserman, assistant sales manager of the Nash-Levy Motors, Nash-Ajax dealer, reports used car sales as 25 to 300 per cent. better than a year ago. December business more than 40 per cent. better than December, 1924.

R. R. Birrell, manager of the Missouri Valley Auto Company, Chrysler dealer, says used car sales are "much better than a year ago," while W. J. Birrell of the W. J. Birrell Motor Company, dealer in used Fords exclusively, reports more than 50 per cent. increase.

Both say sales are double those of the week previous.

B. M. Johnson, assistant sales manager of the Hemphill Motor Company, Oakland-Marmon dealer, says used car sales now are very satisfactory for this season, while A. E. Smith of the Smith-Overland Company, Overland dealer, says sales on used cars are seasonally quiet. John McQueen, secretary-treasurer of the Frank Warner Motor Company, Ford dealer, says the used car market is very slow.



Make it a Point to See the New Rickenbacker

¶ New artistic body designs of unusual beauty with exquisite interior appointments set the smart new Rickenbacker apart as a car distinctly in advance of current practice.

¶ The car you select will have the identical chassis as used by Cannon Ball Baker with which he established so many amazing road records throughout America last year.

¶ You haven't seen the Automobile Show until you've seen the beautiful new Rickenbacker in both Sixes and Eights.

GARLAND AUTOMOBILE COMPANY, 43 W. 63rd St., New York City, N. Y.

GARLAND AUTOMOBILE CO.
1296 Bedford Ave., Brooklyn, N. Y.

EASTERN T. H. F. MOTORS, INC.
22 Elizabeth Ave., Newark, N. J.

E. F. CHEVALIER, West New York, N. J.

J. B. TEETSEL, Paterson, N. J.

PETER P. SMITH SALES CORP., Jersey City, N. J.

Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME

Newark Opposed To Time Payments On Auto Repairs

Newark, N. J., Jan. 12.—Automobile dealers here are opposed to selling repairs and service on the deferred payment plan. They are of the opinion that it could not be put into effect with any degree of success.

The opinion seems to prevail that if a man cannot afford to pay cash for his repairs or service on a sort of "cash and carry" basis, he cannot afford to own a car.

Even the tendency of rendering credit to a concern's regular customers does not meet with the whole-hearted approval of the dealers, who claim that there is sufficient time or credit business being transacted as it is, without adding more.

"I am unalterably opposed to it, or anything that closely resembles it," said W. T. Crane, manager of the local Durant branch. "We have always transacted a cash-on-delivery practice as far as repairs and service are considered, and I can see no good reason why we should deviate from this custom. Piling on additional credit only makes for extra office detail work, and, in my opinion, the deferred-payment plan would lose many customers for us."

"For example, if a car owner happened to have had his car in a collision where the resultant repairs would reach a considerable figure, it would be only natural for him to ask us to extend him credit. To him this may appear logical, but to the dealer who has his salaries to meet each week it is often out of the question to extend credit, with the result that the customer gets 'up in the air' and refuses to do business with that dealer."

"Then, again, the complaints I receive from time to time over even the most trivial repair or service bills probably influence my opinion."

Russell Anderson, service manager for the Roseville Hudson Essex Company, says, "There is too much credit in the repair and service end of the industry already."

W. S. Burgess, of the service department of the Morgan Motor Car Co., local Ford dealers, says, "That as we render a 24-hour repair and service schedule, our customers are of the type who naturally cannot afford to have their cars laid up for any definite period, therefore a cash on delivery system, such as we have in effect, is far more beneficial for our customers, hence I am against the deferred payment plan as far as repairs and service are concerned."

A RADIANT BOOTH—The Pines Winterfront Company's stall was unusually attractive yesterday. The radiator fronts manufactured by the company, opening and closing automatically, revealed a warm glow inside as cheery as a fireplace. Quite as cheery was C. A. Pipenhagen, president, seen by the side of the radiator.



Parts Business Holds Level in '25

Oakland, Cal., Jan. 12.—Parts replacement and shop equipment business showed no noticeable increase in 1925 over the year before. There is no particular action in this field just now with the exception of electrical replacement parts, which are moving readily. This business is always good during the wet season.

Shop equipment for the territory will begin to move late next month as shops and garages prepare for the touring season.

Winter overhauling of motors has kept the replacement parts business at a fair level, according to William Mackay of the Patterson Parts Company.

The Colyear Motor Sales Company and the Weinstock-Nichols Company report no increase worthy of mention for the year 1925 as compared with 1924.

"Action in electrical replacement parts is about all we can boast of just now," said Frank Carey, manager for the Oakland branch of Chanslor & Lyon, wholesale accessory jobbers on the Pacific Coast.

"The vanguard of the country garage shop equipment business is creeping in now."

Distributors Wanted

UNITED AIR CLEANER DISTRIBUTORS WANTED for important open territory. Standard Equipment on Chrysler, Franklin, Jordan, Flint, Locomobile, Moon, Kissel, and of 100 other makers who equip their engines with United Air Cleaners.

See Mr. L. J. Mraz, at

New York Automobile Show, Space D-140, or address United Sales, Inc., 9705 Cottage Grove Ave., Chicago, Ill.

Alliance Parts Plants Operating at Capacity

Alliance, O., Jan. 12.—With more orders on the books and plants operating night and day, Alliance factories contributing to the automotive industry expect 1926 to be the most active and biggest year since the World War.

The Transue & Williams Company, makers of forgings for the automotive industry, is operating 20 hours a day in order to meet the demand for forgings in the automotive industry. The outlook for continued improvement is very bright, according to Frank W. Trabold, general manager.

Plants of the Alliance Machine Company and allied concerns are operating 21 hours a day, at practically full capacity. Auto parts are made by these concerns.

Showing steady gain each year for the past several years the Woods Engineering Company, manufacturing the Morrison auto jack, will have another unbroken

CELEBRATE RECORD
Quincy, Ill., Jan. 12.—The Quincy Automotive Supply Company celebrated its record year as a wholesale accessory firm at a dinner for officers and employees. J. Gartha Elzea was re-elected president; C. H. Morford, vice-president; E. H. Pullman, treasurer, and Ray Lee, secretary and general manager.

year in production, according to A. J. Morrison, general manager.

drop in

at the Commodore

Suite 2039-41.

Members of our New York and Detroit staffs will be there to offer all possible assistance, courtesy and service to our clients and their friends.

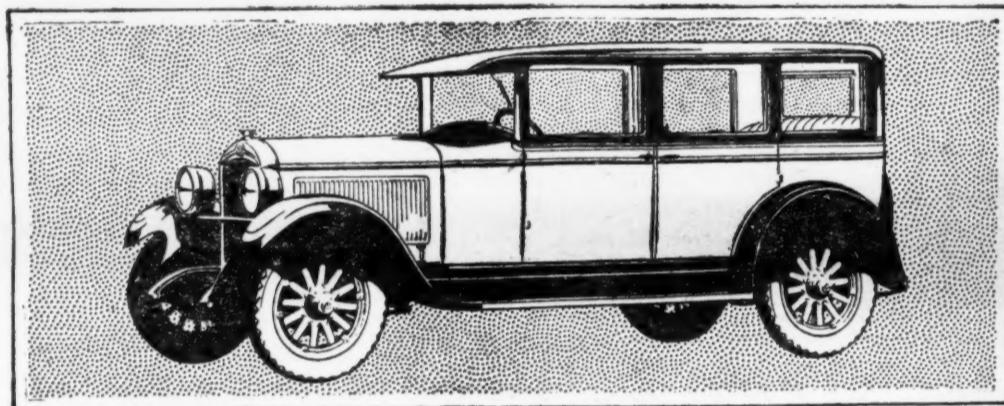
This invitation is extended in the hope that we may meet, personally, many of the dealers who are receiving our services, bulletins, reports and advice on management, used cars and sales problems.

Come in and meet us.

CRAM'S SERVICES

Incorporated
Buhl Building
DETROIT

THE NEW SIX-CYLINDER HUPMOBILE



Study the Sixes—Then Back to the Hupmobile

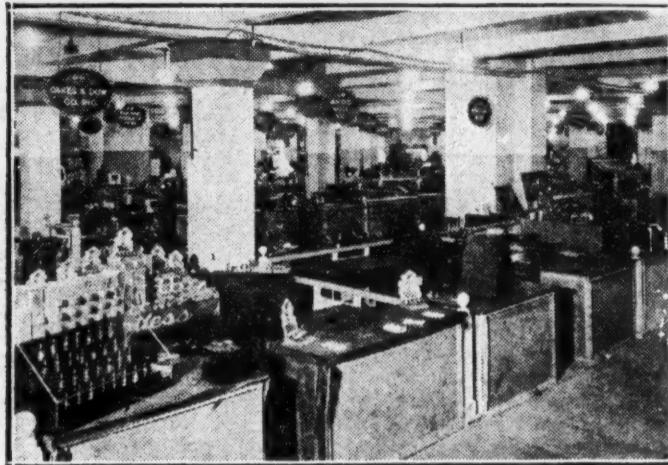
Here is a six you must reckon with, if performance means a thing to you—a six that is bound to win you if you care one iota for the very utmost, and at the same time the most economical in six-cylinder motoring.

The New HUPMOBILE SIX

NEW SERIES HUPMOBILE EIGHT—There is not an eight power plant in existence more soundly engineered; nor a performance program which can surpass it.

Now on Display at the Automobile Show and by Hupmobile Dealers

Equipment Displays Rival New Cars as Attraction



NEW YORK, Jan. 12.—Interest in the National Automobile Show is by no means confined to the cars, if one is to judge by the throngs who have been visiting the upper floors of the Grand Central Palace where the accessories, parts and shop tools are exhibited. Each year this feature of the show has been assuming more importance, and this year interest has reached a new high mark.

In addition to the showing of the products of nearly all the prominent makers of these classes of automotive goods, many large jobbers have taken space and are exhibiting the principal lines they carry.

A general survey of the items on display leads to the conclusion that the trend of accessories is decidedly toward those which further driving comfort and which pro-

mote more efficient operation of the car. The large number of shock absorbers being shown is perhaps the most noticeable factor leading to this conclusion; then there are many new heaters and incidental accessories which make for comfort.

The class of products which sell on the strength of their safety features is also much in evidence.

29,939,000 square yards of concrete street pavement were laid in 1924

Over 1000 Cities Laid Concrete Streets Last Year

The reason for this nation-wide popularity of concrete street pavement is the fact that it is the finest looking pavement money can buy, and gives greater service value per dollar than any other type.

Our free booklet, "Concrete Streets for Your Town," will tell you the whole story. Ask for your copy.

PORLAND CEMENT ASSOCIATION
111 West Washington Street
CHICAGO
A National Organization to Improve and Extend the Uses of Concrete
OFFICES IN 30 CITIES

Among these may be mentioned bumpers, spotlights, stop lights, chains and windshield wipers.

Engine protective devices are being displayed in a greater variety this year than ever before. The chief classes of these are air cleaners, oil purifiers and gasoline strainers.

Another outstanding feature of the accessory section of the show this year is the fact that so many exhibitors are staging actual demonstrations of how their products function. As one walks up and down he sees lights flashing, miniature cars bumping around to show the action of shock absorbers, bumper-equipped cars charging against poles, brake systems in action—everywhere motion, wheels turning, something happening.

From the absorption of the spectators in these mechanical gyrations it is safe to assume that the demonstrations have made a hit. It is a natural desire to want to see how a thing works, and in

capitalizing on this universal feeling the accessory people have greatly heightened the effectiveness of their displays.

New products are being featured by a great many of the firms. To name them all would be to compile a veritable catalogue of the items on display. Some of the most interesting, however, can be touched on.

An extensive display of its products is being exhibited by the Ross Gear and Tool Company of LaFayette, Ind.

At the booth of the Pines Winter-front Company of Chicago the automatically operated radiator shutter for cold weather driving is attracting large numbers.

The Moto Meter Company of Long Island City, maker of the Boyce motometer, has its usual attractive display at the show.

Morse chain drive units are on display during the show at the Hotel Commodore.

The Watson stabilizer, manufactured by the John Warren Watson

Company of Philadelphia, which is standard equipment of several of the higher priced cars, is also a big drawing card.

The filtration and aeration features of the oil-aerator and filter, a product of Fyrne, Kingston & Co., of Kokomo, Ind., are being demonstrated at the show before interested spectators, both of the trade and laymen.

United States Chain and Forging Company of Pittsburgh has added to its McKay bumper line new round front bumpers and round fender guards, finished in black Japan with nickel trimmings.

There are three new Yankee lights made by the American Auto Lamp Company, New York. One is called the Super Four and combines a stop signal, backing light and tail lamp in one bracket with a name plate; the other two are spot lights known as Roadlitter No. 18 and Roadlitter No. 19.

The Monarch Bumper and Man-

(Continued on Page 17)

Check off 6 seconds on your watch!



8-81

In precisely that brief time you can hurl a new ELCAR 8-in-Line from 5 miles an hour to 25 miles an hour! And from 10 to 60 miles an hour in 22 seconds flat.

The tremendous, sweeping power needed to build up speed so swiftly is ready always for the pressure of your foot on the accelerator of the new ELCAR 8-in-Line. It's a daily adventure to drive it!

Picture the demonstrating possibilities of this great, new ELCAR! Imagine the effect on a prospect, sitting watch in hand and one eye on the speedometer, of seeing the indicator sweep from 5 to 25 in 6 seconds! You need fear no other car with the strength and beauty and completeness of ELCAR to offer. Among ELCAR 8-in-Line features are: Lycoming motor; complete Swan system, carburetor and manifold; Bowen "One-shot" chassis lubrication; four-wheel hydraulic brakes; balloon tires; 127 to 132 inch wheel bases; startling new bodies; two-tone Murcote finishes.

Stop at the ELCAR space today—see this great car, and talk with ELCAR factory executives.

SPACE B-1
Grand
Central
Palace

Elcar Motor Company
Elkhart, Indiana

Builders of Fine Vehicles Since 1873.

ELCAR
A WELL BUILT CAR.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
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Credit the Problem for 1926

By C. A. VANE

General Manager National Automobile Dealers Association

THE big issue of 1926 will be financing of time sales. The signs of this "hard winter" were already readable in many parts of the country in October, 1925. For the first nine months of last year automobile factories were just about keeping pace with demand. Dealers everywhere were happy. Most of them were making money. Dealer mortality was holding within the reasonable bounds that might be expected in a business of such magnitude and of such hazard.

First indications of the intensity of competition which dealers are facing in 1926 began to show in October of last year. And the expansion of credit facilities beyond a safe point was closely linked up with the production and selling competition which was even then sending up the first warnings of what can be expected for this coming year.

During the first six months of 1925 it is certain that the dealer body had made great progress. The manufacturers generally had made progress. The stock market, balance sheets, dividends, everything by which success is gauged bears this out. Undoubtedly the happy spirit which was general in the business because of these prosperous conditions can be given much credit for the response with which the dealers generally accepted and absorbed merchandising ideas.

Business men operating at a profit, with stock conditions that contribute to profitable merchandising, with competition that permits holding expense within the narrow confines that must be followed in this business, with producer co-operation leading toward sound tactics in financing there can be unity of action.

Whenever we have seen dealer spirit drooping because of short profits, scanty confidence due to competitive conditions, hostility of dealer toward producer because of either real or fancied grievances, we have seen a dealer body disorganized, apathetic, immobile, waiting for the last curtain.

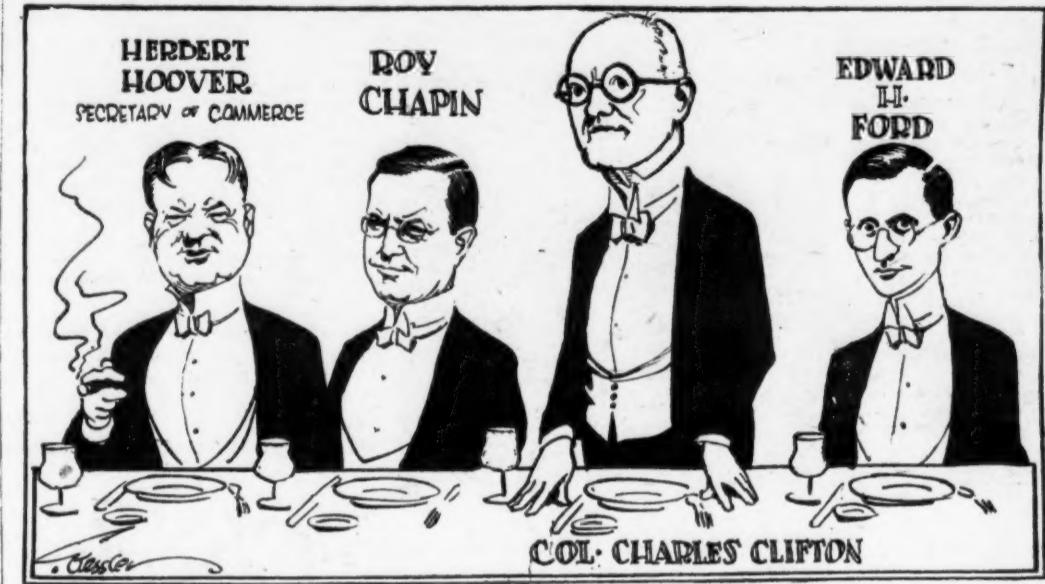
In the tax campaign the N. A. D. A. generated a great dealer interest by the 256 meetings conducted through the year and organized a powerful business demand that won several things. It caused the writing into the Federal revenue bill of the provision for refund on cars in stock March 1 and sold after March 1 with different tax rates in effect. This thing alone will save dealers and manufacturers untold millions of dollars.

The animation, the alertness and the spirit of the dealer body in general made possible the organizing of the great power that won that point. And so it will always be, that an industry of the nature such as ours will react to the local conditions which reflect the application of industrial principles.

It has been the contention of the national association that America will absorb on a profitable basis a definite number of millions of new cars; That production within that figure will be healthy and profitable for dealers and manufacturers. When production has gone outside that limit it has demonstrated that it is not healthy and profitable. Somebody gets hurt.

The biggest issue of 1926 will be the finance issue and if production is mushroomed to keep pace with the ideas that are exemplified in the loose credits, the unsafe stretching of time terms, the inadequate sums of down payments, it is certain that there will be plenty of unhappy unprofitable elements in the business. Undoubtedly there will be big developments on the point of time sale financing in 1926.

Speakers at the N. A. C. C. Banquet at the Hotel Commodore, New York, Last Night— By Kessler



Make Ford Airport New Mail Terminus

HARRY A. WHITE TO HEAD
STUDEBAKER K.C. DISTRICT

Detroit, Jan. 12.—At the close of a conference between Postmaster Kellogg, E. G. Liebold, representing the Ford Motor Company, and E. B. Wadsworth, superintendent of contract air mail service for the Postoffice Department, Washington, Mr. Kellogg announced the establishment of Detroit as an airport on the transcontinental air mail service route, beginning February 1.

The Ford airport at Dearborn will be used as the Detroit terminus. The planes will be the Stout all-metal monoplanes and will be operated in conjunction with the regular Ford air express service.

Between Detroit and Cleveland and Detroit and Chicago. This service gives Detroit a twenty-six hour schedule to and from San Francisco and an eight-hour service with New York. This means a saving of approximately twenty-four hours in the New York service and better than fifty hours in mail service to San Francisco.

A Billion Dollar Year in Accessories

By M. L. HEMINWAY

General Manager The Motor and Accessory Manufacturers Association

THE parts and accessory industry became a billion dollar business in 1925. Exclusive of tires, a conservative estimate places the wholesale value of products made for incorporation in new cars and trucks and for improvement and maintenance of those already in use at slightly over \$1,000,000,000, with an increase of approximately 15 per cent. over 1924. With tires added, the grand aggregate would come within shooting distance of the two billion dollar mark.

The year just closed saw a substantial improvement in conditions in the parts and accessory industry, due in part to greater steadiness of motor vehicle production and in part to greater management and production efficiency on the part of the parts industry. This branch of the business continued throughout the year to suffer from scant profits on original equipment parts due to the drive of vehicle makers for lower prices.

Still, profits were more satisfactory than they were in 1924, some companies in particular earning very substantial yields on their investments because of intensive work in eliminating waste in executive control and production. The industry has many problems on its hands regarding distribution of parts, accessory and service equipment products sold through wholesale and retail trade channels. Association and individual forces are at work on these problems and improvement may be expected.

For 1926 the outlook is bright. No one would attempt to forecast conditions for the whole year, but every indication points to a first quarter of steady production and sales. A recent survey among representative members of the M. & A. M. A. showed almost unanimous expectations of business during the first quarter considerably in excess both of the first and last quarters of 1925. These anticipations are based on the car and truck makers' plans for increasing production throughout the first three months and on the needs of a motor vehicle registration substantially increased during the past year.

What 1926 as a whole will bring forth depends on the general prosperity of the country and on the demand for new cars and trucks. At present there is no cloud on the parts and accessory horizon and the prospects for the year appear to be excellent.

DUTCH SUCCESSFUL RUBBER PRODUCERS

Part Played by Their
Plantations Overlooked
—No Restrictions

New York, Jan. 12.—The part played by Dutch owned rubber plantation companies in the world's crude rubber situation has apparently been overlooked by investors, when compared with organizations controlled by English capital. With the high prices which have prevailed during recent months profits accruing to the Dutch rubber producing companies have greatly increased and there have been liberal distributions to shareholders, says a Dow, Jones dispatch. The dividends, of course, are not subject to the British income tax of 20 per cent.

Dutch growers, moreover, produce up to the limit and are free to sell their entire output at the best prices obtainable. British growers are compelled to live up to the restrictions imposed by the Stevenson act and naturally offer their product in the London market before disposing of it elsewhere. In the case of the Dutch this has resulted in their obtaining, in some instances, better prices for the commodity than those which prevailed in the New York or any other American market.

This is the more important when it is considered that the rest of the world is fast developing the motor transportation habit and a slump in the demand for crude rubber from American manufacturers is not likely to be as keenly felt in the near future as in the past.

Crude rubber is one of the main exports from the Dutch East Indies. Most of the extremely successful Dutch owned or controlled rubber growing companies are located in Sumatra. An ample supply of cheap labor is always available. At present, labor is costing the plantation companies about 20 cents a day for men and 16 cents a day for women. Laborers are readily obtainable from Java, which has a population of 37,000,000, equal in density to England's.

The rubber growing land in southern Sumatra is level, reducing the cost of first clearing the lands and afterwards of planting and tapping the rubber trees. This is particularly true of the Lampung district, which is in the south. Here the cost of transportation is less than in most other sections because of close proximity to the export harbor. By reason of this and the favorable labor situation, rubber is produced in the Lampung district at a lower cost than in other districts of Sumatra and also on the Malay Peninsula. At the same time rubber produced in Lampung is of the highest grade.

Year Opens Better for Most of Tire Dealers

CHICAGO, Jan. 12.—Tire sales in all lines have improved considerably, dealers here report, and express the opinion that the post-holiday slump is over, and from now on sales will continue at a good level.

"We have had considerable increase in sales over the preceding week," the Auto Tire Sales Company reports, "and all lines are much more active than they have been for some time. Small size pneumatics are our best sellers just now, with the larger sizes and balloon tires about evenly divided. Used tire sales are also increasing and tubes are in greater demand than ever before. Prospects for future business are very good indeed, and we anticipate a banner year in 1926."

Small size pneumatics and balloons are favorites with the Atlas Tire and Supply Company also, that company reports. Sales have increased about 10 per cent. over the preceding week and about the same percentage over the same week of 1925. The company expects to break all records in the coming year and looks forward to a prosperous season.

"Balloons are outselling all other lines this week," the Guarantee Tire and Equipment Company states, "and tubes are also selling well. The demand for high pressure pneumatics, especially in the smaller sizes, is holding up well, but balloons are favorites. Business this week was much better, and we look to a good year, as good as we have had in the past five or six years."

Sales in Oakland Dist. Show Gain Over 1924

Oakland, Cal., Jan. 12.—Tire dealers here report a slight gain in sales for 1925 over the preceding year. January has started off well and, owing to the large number of automobiles sold in 1925, dealers anticipate record sales during the coming twelve months.

"We look for price increases in tires during the next few months, and are stimulating early sales by advising our customers to buy now," says Louis Reno, head of the L. G. Reno Company, Kelly-Springfield dealer here.

"Increased commercial activity in the East Bay has brought our truck and solid business to the highest peak in our history.

"Pneumatic business remains good, and we look for big replacement sales this spring," said the dealer.

A. E. Berg, head of the A. E. Berg Company, East Bay distributor for Michelin and Federal tires, reports sales in both his

lines continuing about the same. No noticeable increase was recorded in 1925 over the year before.

"High rubber indicates further price raises," says Berg. "We have sold several of our business firms their year's tire supply already this year."

Weather Causes Slump In Rochester Business

Rochester, N. Y., Jan. 12 (U. T. P. S.)—Dealers here report sales are falling below those of the same period last year, and look for no relief until prices come down, or at least until the spring rains open up the roads and entice the tourists out again.

Phil J. Hoffman, president of the New York Auto Tire and Supply Company, Kelly-Springfield distributor and one of the largest tire houses in the city, lays the blame for the slump in the tire business directly to high prices.

"We are still selling tires, but not until the old ones have given their last mile of service," he said. "Before this year we used to have plenty of orders come in here for spring delivery. They would start coming in right after the first of the year and would continue right up until March. They made up for the natural slump in business which tire dealers experience during the winter months."

"A year or two ago our customers thought nothing of discarding a tire after it began to show the wear and tear and putting on a new one in its place. Now they bring it around for repairs. And when those repairs wear out they bring it around again to see if it isn't possible to prolong its life.

"This practice naturally has increased our repair business tremendously. In fact, I don't think this end of our business has been as good in many years. But, as any tire dealer knows, we would much rather sell new tires than repair old ones."

As a result of the slowing up of sales tire dealers' stocks are somewhat heavier now than they were at this time last year. The universal adoption of balloon tires by automobile manufacturers has swelled sales of this type of tire here until now they average about 75 per cent. of all tires sold.

EEZEE Puncture Cure will end all tire troubles

Dealers, connect yourselves with the greatest patented automotive necessity in the U. S.

Good proposition offered

Here is your opportunity to make money and make customers everlasting friends

Eezee Puncture Cure is sold in many stores in Philadelphia alone

It is young and it is growing

Come with us now and grow and succeed with us

Lose no time, Mr. Dealer, get our proposition without delay

EEZEE Manufacturing Company
1111-1113 S. Broad Street,
Philadelphia, Pa.

PARTS DISPLAYS SHOW FEATURE

Many Makers Exhibit New Accessories In Operation

(Continued from Page 15)

Manufacturing Company has on view for the first time its Supreme three-bar bumper and is showing its entire bumper line finished by a new nickel-plating process called Mona-Plating, which is claimed to be non-rusting.

Individual models of the Hassler stabilizer, made by Robert H. Hassler, Inc., Indianapolis, are now being shown for Buicks, Dodges, Essexes, Fords, Hudsons, Chevrolets, Overlands and Oaklands.

A suction-operated windshield wiper has been brought out by Malco Products Corporation, Brooklyn, N. Y., and is being featured in its booth.

Stromberg Motor Devices Company, Chicago, has a combination gasoline filter and automobile lock which is attracting a good deal of interest.

An electrical test bench for testing automotive electrical systems is the latest addition to the line of Hobart Brothers, Detroit, and is the center of attention at its booth.

Perfection Heater and Manufacturing Company, Cleveland, is displaying a new perfection heater for Ford cars, priced at only \$6.50.

Several models of the Hardie car washer, made by the Hardie Manufacturing Company, Hudson, Mich., are on view. This washer is operated by a pressure pump instead of an air compressor, and is claimed to give a powerful flow of water and to make for speedy washing.

Stover Signal Engineering Company, Racine, Wis., has on view a new three-day signal; the Jassen Wind Deflector Company, Brooklyn, N. Y., has a new bar bumper and a double mirror; the United States Air Compressor Company, Cleveland, is exhibiting its latest car-washing outfit, a two-gun

unit; the American Chain Company, Bridgeport, Conn., is displaying its Weed levelizers, new shock absorbers, and the Federal Pressed Steel Company, Milwaukee, has two new bumpers, the Ambassador, a two-bar model, and a line of round bar bumpers.

A number of ingenious devices, which are being exhibited for the first time, deserve a word of mention.

One is the Lugmat, a combination step plate and luggage carrier. Ordinarily the Lugmat fits flush with the running board, but when it is desired to carry luggage the plate can be raised to hold it in place.

Snuggers are a new offering of

the De Long Snugger Company, Plainfield, N. J. These are shoulder rests which fit over the back of an automobile seat and divide it into sections, providing side rests for the occupants. They may be slid along the seat to any position.

A new rear view mirror, known as Visionite, is being shown by the K-D Manufacturing Company of Lancaster, Pa. Its feature is that it dulls the glare of headlights reflected in the mirror from cars behind.

Something new in car heaters is the Mot-Acs hot water heater, made by the Mot-Acs Co., New York city. As its name implies, it utilizes the hot water in the car circulating system to supply heat to the interior.

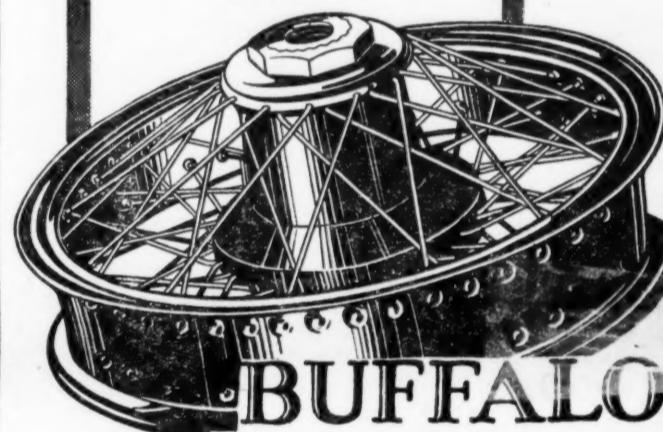
Quality Counts



Buffalo Wire Wheels are used by the following leading car manufacturers:

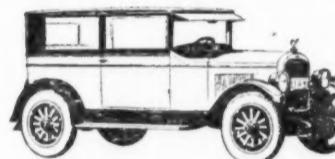
Rolls Royce
Pierce Arrow
Marmon
Cord
Lincoln
Kissel
Jordan
McFarlan
Cunningham
Diana
Moor
Vesle
Cleveland
Stutz
Chrysler
Oakland
Hickmanhauser
Locomobile

WIRE WHEEL CORPORATION
OF AMERICA
BUFFALO, N. Y.



BUFFALO
WIRE Wheels DISC

Smashes Detroit-Chicago Record!



The New-Day
JEWETT SIX

with SALISBURY AXLES

Dashing through early morning darkness . . . speeding over an ice glare that ditched less tractable cars . . . on December 19th a New Day Jewett traveled the 239 miles from Detroit to Chicago in the amazing time of 6 hours and 5 minutes. Half an hour faster than the crack Wolverine train! A new road record!

Salisbury axles, front and rear, are credited with contributing to the remarkable easy handling and well-sustained performance of this car. All Jewett Sixes have Salisbury axles. That's something to remember as you watch this car write new pages into the history of the industry.

Salisbury Axle Company JAMESTOWN, N. Y.



ASSOCIATED WITH

Spicer
Propeller Shaft
South Plainfield, N. J.



SALISBURY
AXLES FOR PASSENGER CARS
Parish Manufacturing Corporation
Reading, Penna.

WILLYS-OVERLAND NEW FINANCE PLAN PUT IN OPERATION

Rate Said to Be Lowest;
President Willys
Explains It

NEW YORK, Jan. 12.—Willys-Overland, Inc., has formulated a new Willys finance plan to cover time purchases of automobiles manufactured by this organization. The rate at which the difference between the initial down payment and the full purchase price of the car is handled is the lowest yet offered through any finance plan in operation, it is said.

The charges for the financial accommodation are not written into the down payment, but are spread through the life of the purchase contract. The car buyer figures his down payment on the delivered price of the car, and not on this price plus the finance charges.

The down payment is conveniently low, and conforms to the generally accepted basis for initial outlay of money. This move on the part of Willys-Overland opens up the purchase of both Willys-Knight and Overland cars to thousands of new buyers.

Subject of Study

In a statement regarding the general situation in car purchase finance arrangements, Mr. Willys says:

"The question of finance in the purchase of a motor car is one of first importance in the mind of the buyer. It has been the subject of considerable study on the part of banks and finance companies for the past year.

"The convenience of a financial accommodation covering a purchase as important to the average man as that of an automobile, the opportunity to divide his payments into twelve or more equal parts and to keep his capital unimpaired by a heavy initial demand, is a business matter of great importance to him.

"It has opened up car ownership to many who have not felt that they could afford cars before. And it has done so without injuring their credit or working a financial hardship on them.

"It has permitted owners of small cars to step up into larger cars on terms which were advantageous to them.

"At the present time, nearly 90 per cent. of all car purchases are on the time payment plan. Recognizing this fact, it is the duty of the motor car manufacturer to present to the hundreds of thousands of buyers who are planning their new expenditures for transportation a finance plan which is equitable and sound in every detail.

"Spread over a money volume of between \$2,500,000,000 and \$3,000,000,000, the rate charged for finance assumes large proportions.

"Conditions in the operation of finance companies and the rates charged for financial accommodation are changing rapidly. The manufacturer has realized that he could not continue at his present rate of output unless he paid careful attention to this situation.

"We are offering, through the Willys finance plan, an accommodation on such a basis that, the minute the order is signed and the down payment made, the dealer can immediately get the sum represented by the loan, from his bank. We are offering to the buyer the loan of the balance due on his car, at a rate which has never been equaled before, and which is founded on the soundest basis of good banking.

"We are reducing his down payment, since we are not writing the finance charge into the down payment."

Current Commodity Prices

STEEL PRODUCTS

	Gross Tons	
Billets, rerolling	\$26.00 a 37.00	
Billets, forging	41.00 a 42.00	
Steel bars (hot rolled)	2.00 a 2.10	
Plates (hot rolled)	1.60 a 1.70	
Blue annealed sheets	2.50 a 2.60	
Black sheets	3.35 a 3.40	
Auto body	4.40 a 4.50	
Bands	2.40 a 2.50	
Cold rolled strip	3.75 a 3.80	
Hot rolled strip	2.20 a 2.30	
Pig Iron, Basic—		
Valleys	20.00 a 21.00	
Eastern Pennsylvania	22.00 a 23.00	

IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York.)	
Heavy melting steel	\$12.00 a 12.00
Machine shop turnings	9.50 a 10.00
Cast iron borings	9.50 a 10.00
No. 1 cast scrap	16.00 a 17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	
High brass sheets	19.50 a —
Copper, in rolls	21.50 a —
Zinc, spot, New York	9.00 a 9.05
Lead, spot, New York	9.25 a 9.40
Aluminum, virgin 93.89%	23 a 29

SEAMLESS TUBING

High brass	23.75
Copper	24.00

RODS

High brass (round $\frac{5}{8}$ to $2\frac{1}{2}$ in.)	16.50 a —
Copper, rods, round	22.50 a —

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York.	
Heavy machinery com.	9.15 a 9.5%
New brass clippings	8.75 a 9.1%
Auto radiators	6.5 a 7
Brass, heavy	7 a 7.75
Brass, light	6.5 a 7.75

RUBBER MARKET

Plantations—	Bid	Asked
First latex crepe, spot	90	91
January-March	87	88
April-June	83	84
Ribbed Smoked Sheets, spot	89	90
January-March	87	88
April-June	82	83
Para-Up-River, fine, spot	78	79
Island, fine	78	79

SCRAP RUBBER

Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 2 red	7 a 8
Tire, automobile, white, ton.	\$60.00 a 70.00
Mixed auto tires	40.00 a 45.00
Reclaimed rubber—Tire reclaimed, 13c;	
shoe reclaimed, 11c; tube reclaimed, 22c.	

OIL AND GASOLINE

MOTOR GASOLINE	
Garages (steel barrels)	— a 17
Up-State New York	— a 17

SINGLE TANK CARS, DELIVERED,	
New York	12 1/4 a Nom.

CRUDE PRICES AT WELLS

EASTERN—	
Penn. grade oil in N. Y. Tran. Co. lines	\$3.65
Bradford District oil in Nat. Tran. Co. lines	3.65
Penn. grade oil in Nat. Tran. Co. lines	3.55
Gaines grade oil in Nat. Tran. Co. lines	3.20
Penn. grade oil in S. W. Pa. Pipe lines	3.65
Roadster	
Phaeton	
Cabriolet Roadster	
2-Door Brougham	
4-Door Sedan De Luxe	

CENTRAL—	
Lima	1.95
Indiana	1.75
Princeton	1.87
Illinois	1.87
Wooster	1.00
Waterloo, Ill.	1.00
Plymouth	1.40
Canadian	1.30
Line Co. lines	1.50

BONNEY

*"CV" Chrome Vanadium

WRENCHES

More than twice as strong as ordinary wrenches. Thin "pear" shaped jaws for close corners. Light and easy to handle. Nickel plated finish.

No. 25 Kit—\$7.85

(as illustrated)



Set No. 25, as illustrated, contains six "CV" Chrome Vanadium double end Engineer's wrenches with twelve different openings from $\frac{5}{16}$ " to 1" to fit a large range of sizes of U. S. S. or S. A. E. nuts and Hex. Cap Screws.

This Kit takes care of the greater part of the mechanic's wrench needs and is an ideal kit for the car owner.

You Can Obtain Them From Your Dealer or Jobber

BONNEY FORGE & TOOL WORKS

Allentown, Pa.

MOON-DIANA

Announce

Startling New Prices

Because 1925 was the greatest year Moon Motors has ever had—Because Moon-Diana Sales showed more than a 36 per cent. increase over the previous year—Because an increased demand calls for a 41 per cent. increase in Moon-Diana production scheduled for 1926—These are the chief reasons for announcing the following new and startling prices effective January 12th, 1926.

New Low Prices

For MOON SIX

De Luxe Coach	\$1295
Roadster	\$1395
4-Door Standard Sedan	\$1445
Cabriolet Roadster	\$1545
De Luxe Sedan	\$1595

F.O.B. Factories

New Low Prices

For DIANA EIGHT

Roadster	\$1695
Phaeton	\$1695
Cabriolet Roadster	\$1995
2-Door Brougham	\$1795
4-Door Sedan De Luxe	\$1995

F.O.B. Factories

MOON MOTOR CAR COMPANY

St. Louis

We are reducing his down payment, since we are not writing the finance charge into the down payment."

BOARD PRESSES RUBBER INQUIRY

Leading Automotive Men to Be Called As Witnesses

Special from A. D. N. Washington Bureau
Washington, Jan. 12.—The House Interstate and Foreign Commerce Committee investigating the British crude rubber monopoly is expected to call the principal members of the rubber committee of the National Automobile Chamber of Commerce as witnesses this week, probably Thursday or Friday.

They are Alvin Macauley, president of Packard; H. M. Jewett, head of the Paige interests, and H. H. Rice, of General Motors, chairman of the tax committee of the chamber.

It was also learned today that the committee has recalled Secretary of Commerce Hoover and Dr. Julius Klein, director of the bureau of foreign and domestic commerce, both of whom testified on the opening day of the investigation. They are expected to appear either Friday or next Monday, according to the present schedule.

As forecast by Automotive Daily News, the House Committee is blocking all attempts of the Democratic minority to broaden the scope of the rubber investigation to probe prices, profits and practices of the American tire industry.

Another effort by the Democrats to investigate the domestic rubber business with particular attention to tire profits was defeated by the committee when it voted to proceed with the British rubber monopoly and not to inquire into domestic manufacture.

The attempt to broaden the inquiry was made by Representative Parks of Arkansas. It came during the testimony of Ernest N. Smith, general manager of the American Automobile Association, when it was developed that the rubber cost in a \$40 tire is about \$10.

Drastic government control of cotton production and export in retaliation for the Stevenson act, by which Britain raised rubber prices, was advocated by Representative Thomas D. McKeown, Democrat, of Oklahoma, who appeared as a witness.

McKeown told the committee cotton producers were confronted by the same problems as rubber producers and as America controlled the world's cotton market, measures could be adopted to stabilize prices.

Mr. Smith in his testimony denounced the Stevenson act, under which Great Britain has artificially regulated the export of raw rubber to the United States and other countries, and said the A. A. A. had been investigating the prices of tires ever since the crude rubber cost began to advance.

Velie Cuts Price On Three Models

New York, Jan. 12.—Three reductions and one increase in the prices of models for 1926 have been announced by the Velie Motors Corporation of Moline, Ill. The most significant price cut in the list is that of \$25 on the roadster, while the only advance is that of \$25 on the three-passenger coupe. Quotations on the roadster, five-passenger brougham and royal sedan are lower.

The following prices, f. o. b. Moline, are authorized by the Velie Company:

	New	Old
Club phaeton	\$1,450	\$1,450
Roadster	1,495	1,750
Three-passenger coupe	1,450	1,425
Brougham (gray only)	1,425	1,495
Royal sedan	1,750	1,825
De luxe sedan (new)	2,150	—

The de luxe sedan is a new member of the Velie line, of special design and built to custom-made standards.

Franklin engineers are credited with having perfected and introduced automatic spark control. This device, now seen on many other American cars, has been used on the Franklin since the original model was turned out, in 1902.

Reclaimed Rubber Report Hurts U.S.

London, Jan. 12 (U. T. P. S.)—The announcement that it is estimated that during 1926 the amount of rubber reclaimed in the United States will probably reach a figure of some 400,000,000 pounds has created some stir here. The announcement appears to be an error of tactics, because comment is made that as most of this vast quantity will presumably be used in the manufacture of auto tires

EXECUTIVES in all manufacturing and selling branches of the industry, who are keeping up to present-day requirements for merchandizing, are finding the Automotive Daily News a daily necessity.

it would have been better policy to hush the matter up. It is no advertisement for American tires selling here, which have so far been found of excellent quality, and will certainly prejudice British automobile owners against their use to the great advantage of the British manufacturers.

"Czar of Traffic" Need In Cities, Says Daniels

New York, Jan. 12.—In this motor age the increasing need of every city and town in the service of a "Czar of Traffic," according to George E. Daniels, vice-president and general manager of the Locomobile Company of America, who is attending the automobile show here.

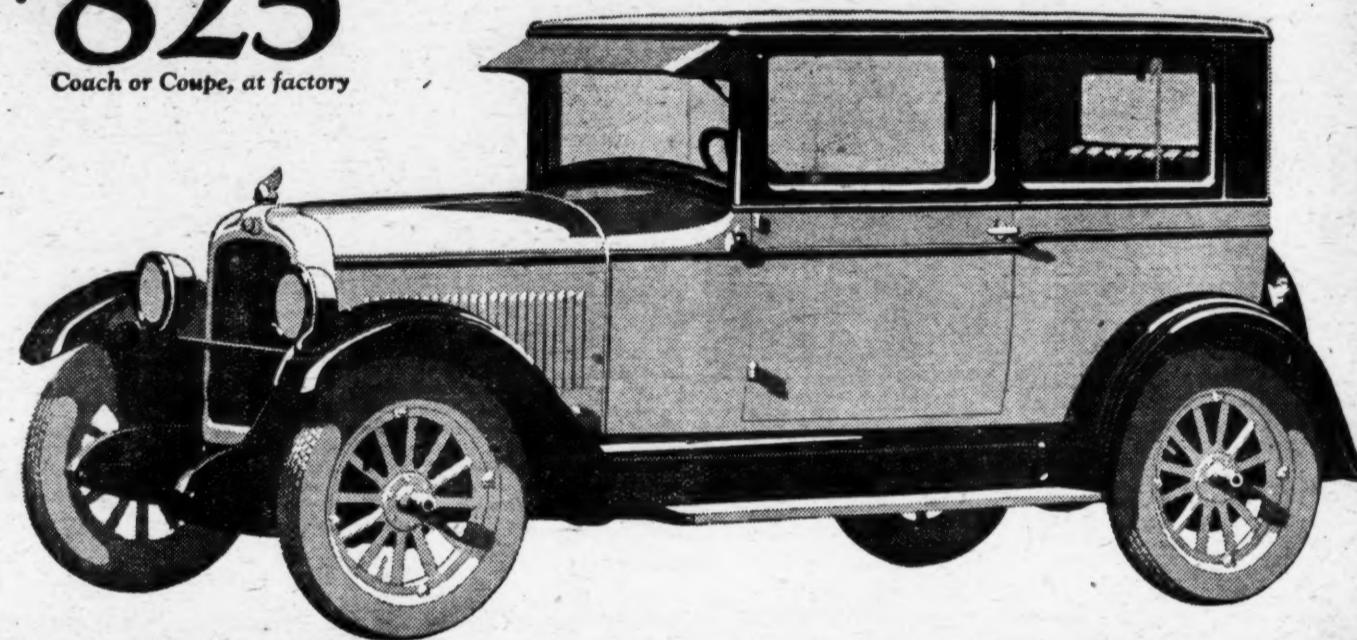
Accidents can be greatly reduced and congestion relieved by

the placing of traffic direction under one head, he believes.

"Besides being a person recognized in police and civic circles in his municipality the czar should be a man who can plan and execute future solutions to the problems of his streets and thoroughfares, beside being able to regulate existing conditions," Daniels continues.

\$825

Coach or Coupe, at factory



General Motors' New Six is here!

AFTER a long period of preparation General Motors now presents the lowest priced high quality six. This newest member of a famous family is an entirely new car, embodying the full scope of the corporation's resources in engineering, purchasing and production.

Into the field where low price has hitherto been the chief inducement to ownership the Pontiac Six introduces elements of size, beauty, comfort, stamina, roadability and completeness of equipment that are literally without precedent. Yet it sells at a price so unexpectedly low as to completely revise all existing ideas of motor car value.

The Pontiac Six will be distributed as companion car to the present Oakland Six.

Since the announcement of the new Oakland Six, Oakland sales have reached heights

dwarfing all past records. Priced from \$70 to \$350 lower, embodying over 100 improvements and refinements, the new Oakland Six is bidding for leadership in state after state and city after city.

Now automobile dealers who seek sales precedence in their communities have available a double franchise—that of the new Oakland Six and its companion car, the new Pontiac Six.

In the light of previous history and what the future holds, it may be safely predicted that the Oakland-Pontiac double franchise will prove to be one of the most desirable and profitable in the entire industry—

—a fact that should prompt every forward looking automobile dealer in America to make immediate inquiry, regardless of his present status and affiliations.

OAKLAND MOTOR CAR COMPANY
PONTIAC, MICHIGAN

PONTIAC

"CHIEF OF THE SIXES"



BUYING POWER AT HIGH LEVEL

Pierce-Arrow President Predicts 1926 Will Be Prosperous

New York, Jan. 12.—Maintenance of buying power at a high mark during 1926, which is augured by returns from every field of industry at the close of the old year, indicates continued prosperity for the automotive trades, Myron E. Forbes, president of the Pierce-Arrow Motor Car Company, who is attending the National Auto Show here, said yesterday. Mr. Forbes designated 1925 as the most profitable year in the history of the Pierce-Arrow Company, as well as of the entire industry, and ventured the prediction that this year will see the establishment of a new record.

"It is significant that all of the factors which contributed to the success of the automobile industry and of industry in general, still are strongly in evidence," he continued. The favorable agricultural situation, the general industrial revival, the prosperous condition in general lines of business, the employment situation, the lowering of taxes, all point to a continuation of present prosperity.

The key to prosperity is the country's buying power. Buying power is measured by earnings from the development of our wealth of natural products or resources. That buying power is at a high mark and promises to maintain a high level is apparent to any one who reviews carefully the figures which represent the creation of economic wealth during 1925 in the key industries of the country.

The exact 1925 totals for many of these key industries will not be known for several months in some cases, but the figures are so nearly complete that a fairly accurate appraisal may be made.

"From Pittsburgh, the steel-making center, for instance," Mr. Forbes asserted, "come reports that 1926 undoubtedly will prove to be a record year in the consumption of steel products. The domestic copper demand during 1925 increased 10 per cent over 1924. The movement of freight by the railroads surpassed the record traffic of 1923. Our foreign trade during 1925, according to a summary announced by the National Foreign Trade Council, increased nearly 12 per cent over 1924. Total public utility financing for 1925 represents an increase of about 11 per cent over 1924, the largest previous year. Lumber production during 1925 probably exceeded that of any year since 1916, except for the peak year of 1923. The output of pig iron during 1925 exceeded that of 1924 by more than 5,000,000 tons.

The above-mentioned industries by no means constitute all of the basic industries of the country, but one can go on adding to this array with similar proofs of activities which created wealth and earnings during 1925 which surpassed those of previous years.

Thus it is that the leading motor car manufacturers are looking forward with a carefully gauged optimism to 1926 as one of the most prosperous years the industry has ever enjoyed."

WALDRON SALES HEAD OF PENNSYLVANIA RUBBER CO.

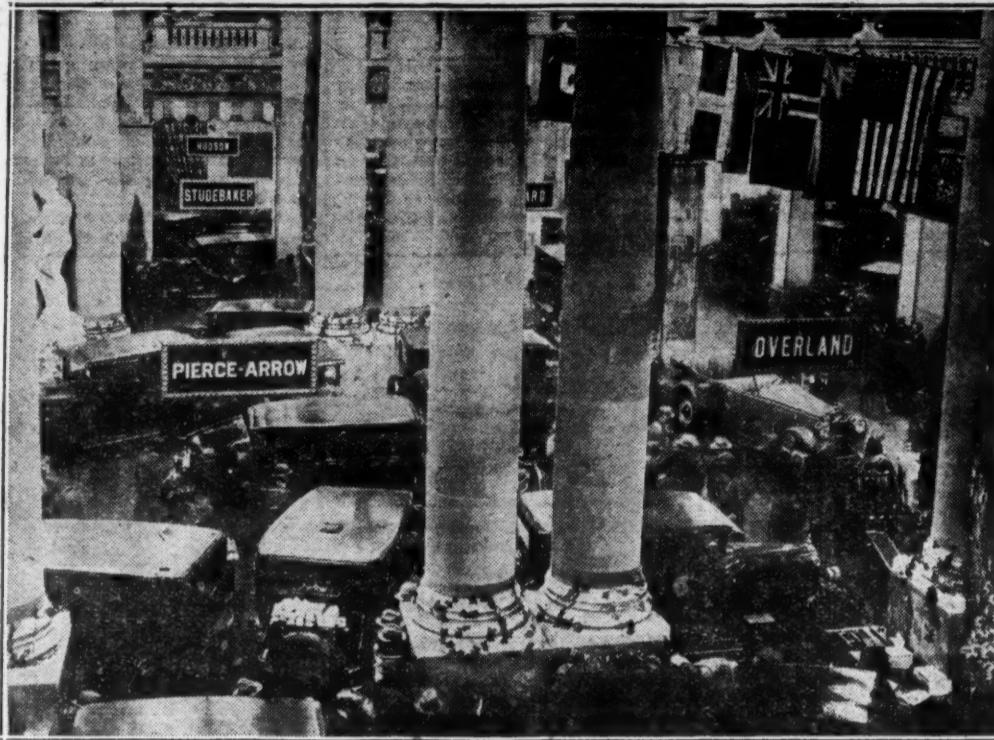
Boston, Jan. 12.—Announcement has been made of the appointment of L. J. Waldron as sales manager for the Pennsylvania Rubber Company.

Mr. Waldron has been local branch manager for the company for the last five years, and has brought the branch along until today it ranks as the company's leading branch. His appointment as sales manager, therefore, comes as a well-merited reward.

As sales manager he will make his headquarters at the home office of the company, and he is leaving in a few days to assume his new duties at Jeannette, Pa.

AUTOMOBILE EXHIBITS amid artistic Mediterranean settings are this week attracting throngs to the National Show in Grand Central Palace, New York. The photograph below is a view of some of the displays.

Photo by N. Lazarick



Motor Performance Seen As Sales Basis in 1926

NEW YORK, Jan. 12.—"In the early days of the automobile era the buyer was principally concerned as to whether his intended purchase would actually run. There were many merry quips and jests concerning the fallibility of motors, and Irving Berlin capitalized the public's attitude by inditing his well-remembered 'Get Out and Get Under,'" said W. R. Angell, vice-president of the Continental Motor Corporation, one of the most pertinent observers of automotive affairs at the National Auto Show.

"Then the motor situation became of secondary importance to the factor of appearance," Mr. Angell said. "As we look back on the era of fancy bodies, ornate windshields, fantastic hoods and the hundred-and-one innovations that were introduced, our risibilities are aroused.

"But from all the nightmares of designs emerged the present well-recognized standards of bodies. The ingenious bodybuilders have incorporated practically every convenience in the bodies of today and in addition have, for the most part, achieved a pleasing appearance that is at once acceptable to the customer.

"Now, however, the public is reverting to the early days and making motor performance the basis of sales. That this is true is illustrated by the phenomenal success of new motor cars introduced within the last two years and merchandized upon their marvelous acceleration. One by one, the leading automobile manufacturers have focused the buyer's attention upon the remarkable flexibility of power and economy of operation attained through a new four, six or eight cylinder motor.

"It is the same old story peculiar to the development of every new industry. First the novelty of a product in a new industry develops scores of manufacturers and millions of buyers. Right now this condition exists in the radio industry. For several years the hundreds of motor car manufacturers were concerned chiefly with production to satisfy the demands of waiting purchasers. But just as water seeks its own level so does an industry eventually settle down to a point where with intrinsic value increased and sale price reduced through production economies a sales equa-

tion is created and enjoyed only by the manufacturers of superior products.

"Every one is familiar with the natural curiosity in all of us as evidenced by the small boy who takes apart his first watch, steam engine or electrical train just to see what makes it go. This same psychology is responsible for the intelligence of the motor-wise public. The majority of people no longer buy their automobiles from the show room floors. Instead they make up their minds in advance and then go to the dealer handling the particular car they are convinced will fit their individual transportation requirements.

"Judging from the enormous mass of inquiries and requests for information received by the Continental Motors Corporation during the past year or two, the specifications and relative merits of four-cylinder, six-cylinder and eight-cylinder motors are of paramount importance to the purchasers of automobiles.

The Continental Motors Corporation realizes the interest that exists in 'what is under the hood.' Of course, opinion changes from time to time. The four-cylinder adherents become, in time, strong advocates of six-cylinder power, and many of the latter class eventually turn their allegiance to eight-cylinder units.

AUTOMOBILE SALESMANSHIP

Today!
Automobile Business Bureau
Fisk Building
New York

Archie future is yours. Thousands are selling cars, making big commissions. Join America's richest, most progressive industry. In ten lessons we teach you vital facts. Act today. Write for free folder on how to enroll.

NOVEMBER AUTO EXPORTS GAIN

U. S.-Canadian Trade In Month Totals \$32,385,000

Washington, Jan. 12.—Combined automotive exports from Canadian and United States plants were valued at \$32,385,000 in November, compared with \$31,156,000 during October. The United States' share of these exports was \$28,043,000 during November and \$26,578,000 during the month preceding, according to the Department of Commerce.

There were 219,681 passenger cars, valued at \$167,453,384, exported from the United States during the first eleven months, compared with 140,110, valued at \$102,594,561, in the same period of 1924. Corresponding exports during 1923 and 1922 totaled, respectively, 116,974 cars, valued at \$83,109,269, and 60,051 cars, valued at \$46,271,826. United States truck exports during the 1925 period increased to 49,735, valued at \$32,315,395, from 9,672, valued at \$7,408,330, during the 1922 period, from 22,787, valued at \$13,603,849, during the 1923 period and from 25,606, valued at \$17,864,371, during the 1924 period.

TIRE COMPANIES REWARD WORKERS

Akron, O., Jan. 12.—The year 1926 starts off prosperously for the employees of the General Tire and Rubber Company and those of the Goodyear Tire and Rubber Company, as the former is offering to employees an especially advantageous insurance plan and the latter a bonus for their men whose attendance has been "reasonably regular."

The General employees who wish to take advantage of the insurance plan will authorize the company to deduct from their salaries or wages a certain fixed amount each week which, placed on interest, will in a period of years provide a paid up insurance policy without deducting from the face amount of the deposits. In the contingency that the insured should die during the carrying period the policy is operative and when the policy is paid up the deposits will be returned in total.

A bonus of 5 per cent. for the factory workers, payable each pay day, has been announced by the Goodyear Tire and Rubber Company for the men whose attendance has been "reasonably regular." This phrasing means that the men must report on time each day, an acceptable excuse being the one exception, in order to become eligible for the bonus.

MOTIVE OUTPUT DOUBLED

Milwaukee, Wis., Jan. 12.—Milwaukee's automotive industries, including automobile manufacturers, parts and accessory makers, more than doubled the value of their export products during the past year, according to a statistical summary made here. The 1924 export business totaled \$1,836,663, compared with \$2,980,707 in 1925.

Oakland, Cal., Jan. 12.—The La Belle Auto Washer Company of this city has started the manufacture of a combination sponge and rubber hose.

FOR RENT

On long term lease
All or Part

NEW

Service Building

now being constructed

West 58th St., N. Y. City

6 Stories
15,000 Sq. Feet Per Floor

Apply to
Mark Rafalsky & Co.
21 East 40th St. Vanderbilt 2027

HOTEL EMPIRE
BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

A NEW fourteen story fireproof structure containing every modern convenience and "Servidor" Service.

Capacity 1,034

The location is unique: subway, elevated, street cars, buses, all at door.

RATES	
Room, private toilet	\$2.50
Single Room with bath	3.50
Double Room with bath	5.00

M. P. Murtha, Gen. Mgr.

Ample Parking Space

AUTO DEMAND FOR STEEL CONTINUES

Most of the Producing Interests Booked for First Quarter

PITTSBURGH, Jan. 12.—The automotive industry continues to be an active buyer of steel products, say makers in this area catering to the automobile trade. Most of such producing interests are well booked through the first quarter. A considerable part of the shipments by Trumbull Steel Company, in December, reaching 40,600 tons, went to motor car builders. Some of the district fabricators, such as the Powell Pressed Steel Company, Hubbard, and the Youngstown Pressed Steel Company, a subsidiary of the Sharon Steel Hoop Company, are largely benefiting from the current buying for automotive needs.

The steel market in general continues to improve. Production is steadily increasing, more blast furnaces are being added from week to week, until at present the average production in the Pittsburgh and Youngstown districts is better than 90 per cent. of capacity.

Full finished sheet prices show no variation and will probably remain at current levels during the rest of the quarter, though a tendency to strengthen prices in general is evident. The 4.50c price a pound for No. 22 gage automobile body stock is well established.

Non-integrated sheet producers look for an advance during the quarter in the price of sheet bars, to apply on second quarter shipments. Most of the sheet rollers in this territory are protected on their steel requirements to the end of the quarter.

There will be some expansion during the year by the Youngstown Sheet and Tube Company in its rolling mill capacity at Brier Hill works, to absorb surplus semi-finished steel. It is quite likely this expansion will take the form of units capable of rolling steel required in automobile manufacture.

At Weirton the Weirton Steel Company awarded to the Koppers Company the \$2,500,000 by-product coke oven contract during the week. This is part of the \$15,000,000 expansion program outlined by Weirton for this year.

John T. Harrington, Youngstown lawyer, now head of the Trumbull Steel Company, issued the following statement to stockholders:

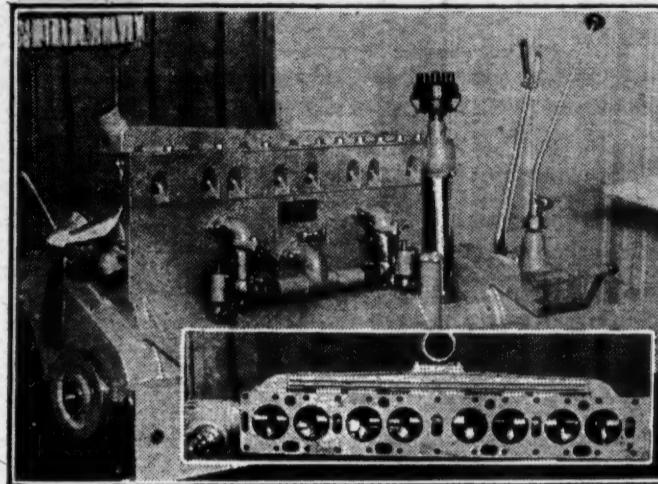
"We are going into the new year with more orders on our books than ever before, and everything points not only to a continuance of but an improvement in prevailing business conditions. Admittedly we have a well built and well laid out plant, a well diversified line of products, a splendid list of customers and, in my opinion, a well rounded, competent and enthusiastic organization; therefore, with fair business conditions your investment in this company should be a very satisfactory one."

REGISTER HIGH IN RECOVERING AUTOS

Milwaukee, Wis., Jan. 12.—The Milwaukee police department established an enviable record during the calendar year 1925 in the activity of its stolen auto department. Ninety per cent. of all cars reported stolen during the year were recovered, according to John Bauschek, superintendent of the Milwaukee bureau of identification. The statistics were compiled by E. J. Courtney of the bureau of identification.

During 1925, the records showed, a total of 1,171 Milwaukee automobiles were reported stolen to the Milwaukee police department. Of this number, 1,050 have been recovered, and 121 are still missing.

GENERAL VIEW OF THE DODGESON ENGINE, showing simplicity of design. The twin carburetors, oiling system and spark plugs are all on the driver's side. The right-hand side carries only the exhaust and the self-starter. The insert gives a view of cylinder head removed to show rotary valve system unit. The assembly is removable in one piece and can be replaced by a loaner head within thirty minutes.



New Heater Gives Motoring Comfort

Manufacturing arrangements have been made with Ireland & Mathews Manufacturing Company.

New York, Jan. 12.—Warm fresh air for the winter motorist is now assured through a newly patented device, the Kelch Ventilating Heater, which is on exhibition at the automobile show.

Air is taken from the outside, passing through the heater, which is a permanent part of the exhaust line, and is then piped into the car. The outlet can be in the floor, roof, under the seat or any place that can be reached by a flexible pipe. Heat is produced within two minutes and reaches 295 degrees at the register, which cleans itself every time the heat is turned on and off.

FREE A Latest Velie Closed Model

To the Person Who Gives It the Best Name

This entirely different and interesting creation is now being exhibited at the Automobile Show.

See The Aristocrat At Space B7 Suggest a Name for It

For the best name, we will give a duplicate of the show model, fully equipped.

—A Better type of Car Design.

A very different and original combination of Beauty, Performance and Dependability.

Study the New Non-Vibration Motor

Possessed of remarkably increased Power, Speed and Acceleration, while retaining the unequalled flexibility, quietness and long life for which the Velie has long been noted. It is absolutely vibrationless.

Should two or more persons submit the name selected as best, each will receive a car identical with that offered. Answers must be received by March 31.

Velie Motors Corporation
Moline, Ill.

VELIE

Kenmore to Have New Miller Plant

Akron, O., Jan. 12.—It was announced by Jacob Pfeiffer, president of the Miller Rubber Company, that a new warehouse and reclaiming plant will be started soon in Kenmore. When the plant is completed it will be the sixth factory for Kenmore.

It is expected that the buildings will be completed by spring and approximately \$100,000 will be invested. Plans call for one, two and three-story buildings on a thirty-acre tract of land.

Pfeiffer could not state just the number of employees the new in-

BUICK MAKES 100,000 CARS IN FIVE MONTHS

New York, Jan. 12.—"The last 100,000 Buicks were built in the five months since July of last year and were finished December 14," said H. H. Bassett, president and general manager of the Buick Motor Company, yesterday.

"The average production during this latter period has been 20,000 cars a month. The company is spending \$2,000,000 for increased capacity to make possible a production of 1,200 cars a day and 300,000 cars a year."

dustry would require, but said that while reclaiming will be carried on, the greater part of the building will be used as a warehouse. The main building will be 300 by 90.

Distributors Wanted

For a gauge that shows the contents of an underground tank at a distance. Accurate from $\frac{1}{2}$ to $2\frac{1}{2}$ gallons in a 550-gallon tank. Salable to filling stations, garage trade, etc., also for fuel oil installations and storage of any liquids.

An officer of the company will be at the Automobile Show, Booth D-190.

Write or 'phone for appointment.

SARTOMETER SALES CO.
1819 Broadway, New York, N. Y.
Phone Columbus 2131.

The Star exhibit includes, for the first time, a five passenger Landau Sedan on the new Six-cylinder chassis. A car of Fifth Avenue quality at low price.

New York Show Headquarters
Parlor G, Roosevelt Hotel

Low-cost Transportation

Star Cars

Built by Durant Motors

Automotive Daily News BUYERS' DIRECTORY and GUIDE

Reference List of Prominent Automotive Associations

National Automobile Chamber of Commerce,
366 Madison Ave., New York, N. Y.

Automotive Equipment Association,
1809 City Hall Sq. Bld., Chicago, Ill.

Motor & Accessory Manufacturers' Association,
250 West 57th St., New York, N. Y.

National Automobile Dealers' Association,
320 North Grand Ave., St. Louis, Mo.

National Standard Parts Association,
310 Hofman Blvd., Detroit, Mich.

RADIATOR MASCOTS



FLEET OWNER-LISTS

OVER 100,000 CARS OWNED BY
1,000 N. Y. CORPORATIONS
These fleet owners offer a huge market
for your product. Are you reaching
them? Do you know the man to see?
There's a list of these fleet owners,
kept up to date and giving the name
of the right man to see. Used by the
largest people in the business. M.
MACHOL, 417 Central Park West, New
York City. Tel. Academy 5181.

VENTILATORS

NL
POSITIVE VENTILATION
FOR CLOSED CARS
THE NICHOLS-LINTERN CO.
1906 Lorain Ave., Cleveland, Ohio

Use this directory section to let the industry know where you are and what you have to sell.

CARBURETORS

APEX
Sub-Carburetor
Harnessed Economy
"TRULY A GASOLINE SAVER"
It's a KNOCKOUT for the
FORD, DODGE,
CHEVROLET and
WILLYS KNIGHT
Dealers Literature for the Asking
APEX SUB-CARBURETOR COMPANY
2333 North Illinois St.,
Indianapolis, Indiana.

LUGGAGE

WEISMAN
QUEEN QUALITY
LUGGAGE
★ ★ ★
TRUNKS
For All Cars
There is a Weisman
trunk for every standard
automobile. Send for
catalog sheets.
Weisman Luggage Mfg. Corp.
Syracuse, N. Y.

Velie 'Lucky Name' Contest Arouses Public's Interest

New York, Jan. 12.—Red Grange, Venus, Mary Garden, Gloria Swanson and Wales—meaning, presumably, a prince of that title—are some of the names that have already been suggested by visitors to the National Auto Show for the new model Velie now on exhibition there which will be given to the person choosing the most acceptable appellation for the new car. Indications are that before the contest closes March 31 the name of every current celebrity and a

great many of the past will be offered, as well as some original titles.

"Call it Watseka," one woman visitor at the show said yesterday, "and your car will have the patronage of every woman in America, for 'Watseka' is the Indian word for 'beautiful maiden'." Velie officials are not so sure they can depend upon the average buyer's acquaintance with the aboriginal American language, however.

"The method adopted by the Velie Motors Corporation for naming its new creation is unique," one official said. "In the past, factory officials have taken the responsibility upon themselves. This is the first time the public has had a part, with a brand new, fully equipped closed car as a reward for the winner."

"Lucky name" blanks are being supplied at the Velie booth, Space B-7, and contestants have the alternative of turning in their choices at the show or of mailing them to the Velie Motors Corporation at Moline, Ill.

Judges for the contest include Scott Smith, president of Critchfield & Co.; Sam Shelton, editor of Motor Age; C. S. Benham, James Sullivan and J. H. Ford. Those already received show wide variety and a large number have considerable merit, according to C. W. Hadley, sales manager of the Velie Motors Corporation. Every contestant will receive a letter of acknowledgment for his or her contribution.

SUCCESS SECRET IS ORGANIZATION

Value of Harmony Is Stressed by Head of Rickenbacker

New York, Jan. 12.—"A one-man band doesn't make very good music, seldom gets very far financially, never leaves anything to perpetuate memory and never has anybody to carry on after him," said Mr. B. F. Everitt, President and General Sales Manager of the Rickenbacker Motor Car Company, to illustrate his remarks in an interview on the subject of business administration at the show yesterday.

"These are days of specialists. Modern business methods, especially manufacturing, call for the co-ordination of many kinds of highly specialized knowledge and diversified talents.

"Just as no man can hope to be great as a pianist, violinist and also excel with saxophone and traps so no man can hope to know or to direct all the various departments of an industry himself.

"I do not mean to say the executive head of a concern should not be thoroughly conversant with every department of the business. This he must be, or else he must spend a world of time and money buying the information. He will make a great many mistakes and fall into a number of traps before he learns, not what to do, but what not to do.

"However, having a general working knowledge of every department and trying to run every department himself are entirely different matters.

"The successful executive is a man who possesses the ability to get together an organization of men, every one of whom is a master in his own special department, harmonize the various personalities and characters, co-ordinate their work and then direct it to the one common end.

"This matter of harmonizing and co-ordinating is not so simple as it sounds; and just because the ability to accomplish this is one of the rarest talents among men, is why we find so many more failures than successes.

"If the Rickenbacker organization represents harmony to a marked degree, and if the results have indicated that condition, then it is because the department heads have worked together for so many years that their early differences have gradually disappeared and each one has learned to have a very great regard for the opinion as well as the ability of the others.

"E. R. Evans, chief engineer of the Rickenbacker Motor Company; Carl Tichenor, factory manager; Harry Cunningham, secretary-treasurer; Roy Hood, manager of purchasing, have all been associated with me and with each other for a period of nearly twenty years. Out in the shop is Louis Dorr, in charge of building of experimental models. Louis has been with me since the dawn of the industry. Fred W. Hornby, superintendent, came with me in 1908. My secretary, Miss Wellwood, has occupied that position for twelve years, and knows and is known by all the department heads.

"George Washer, superintendent of painting and trimming twelve years, came off the line and up through. These are only a few examples—a full list would include almost every man in the plant and cover periods of ten to twenty years.

"Many people express amazement that the Rickenbacker Motor Company has been able to accomplish so much in so short a time.

"It is a wonderful achievement for a young concern, they say. As a matter of fact, however, Rickenbacker Motor Company was not a young concern, but on the day it was incorporated was one of the oldest in the industry, because the men who constitute its executive heads had worked together and participated in several notable successes in automobile manufacture."

An Astounding Record

In 1925, the first full year of its existence, the

NEW YORK
EVENING GRAPHIC

carried

2,186,676

lines of advertising

COMPARATIVELY speaking, this record presents one of the most phenomenal achievements in the history of journalism.

Not only does it symbolize progress to a remarkable degree, but it embodies that most sought for necessary requirement—confidence of the advertising public.

The factors that have combined to make New York's only complete evening Tabloid newspaper an influence of power in the evening newspaper field comprise every feature of interest to every member of the family.

Hundreds of thousands of these families constitute a buying power that keen business men have been quick to seize upon and utilize.

The outcome has resulted in this newspaper becoming one of the liveliest and most productive advertising mediums in the history of newspaperdom—an accomplishment achieved in less than one year and a half from the first day of publication.

The
EVENING GRAPHIC

Published by Bernarr Macfadden

H. A. AHERN, Advertising Manager —
25 City Hall Place

POWERS & STONE, Inc., Western Representatives
250 Park Ave., New York First Nat'l Bank Bldg., Chicago

"A human interest newspaper"

CHEVROLET PLAN SAVES HUGE SUM

G. M. A. C. Financing Seen as Boon to Buyers in 1926

New York, Jan. 12.—Predicting a saving of \$10,000,000 by purchasers of Chevrolet cars alone during 1926, officials of that company here to see the National Automobile show yesterday characterized the General Motors Acceptance Corporation financing plan as a stimulus to buying and a remedy for the high-interest charges which have heretofore deterred many prospective purchasers from owning motor cars. Producing statistics to prove the economy which will be effected by Chevrolet buyers this year, a finance executive of the company outlined the plan as follows:

Chevrolet production now is approximately 550,000 cars and trucks per year. Of this number, statistics indicate that 400,000 will be bought under the G. M. A. C. plan during 1926. This plan was first developed in 1919, that General Motors dealers might give their patrons the benefit of lower interest and carrying charges on deferred payments.

Because of the large volume of business received from the General Motors units, the G. M. A. C. has been enabled steadily to reduce its charges. The latest reduction brings the financing charges down to eight cents per day on a Chevrolet purchased with a one-third down payment. The saving to the purchaser is from \$15 to \$35 on the various models, the average being \$25, which aggregates \$10,000,000 on 400,000 cars. In addition to financing the time payments, this eight cents per day also provides complete fire and theft insurance coverage for the year in which the payments are being completed.

Another economy is available for prospective Chevrolet owners, company officials say, through the copyrighted Chevrolet Six Per Cent. Purchase Certificate plan which is extended those who cannot or do not wish to take immediate delivery of a car. The plan has been in operation nearly 18 months. Two thousand certificates are sold monthly.

Starting with \$5 or more, the buyer makes weekly or monthly payments which are entered upon the certificate. Six per cent interest is paid upon the installments. If the holder already owns a car, his earned interest may be augmented further by an additional credit of six per cent. of all amounts he spends with the dealer for accessories, repairs or service on his old machine.

The certificate money is banked in separate trustee's accounts and is insured against all losses. It may be withdrawn on demand. When the total of the installments and the interest earned reaches one-third the retail price, the car is delivered and payments are completed under the G. M. A. C. plan.

JEWETT WILL ADDRESS PAIGE-JEWETT DEALERS

New York, Jan. 12.—Harry Jewett, president of the Paige-Detroit Motor Car Company, will address the company's dealers at a dinner to be tendered them by factory representatives at the Hotel Commodore here the evening of January 14.

Mr. Jewett will be introduced by Henry Krohn, Vice-president, in charge of sales at the Paige-Jewett factory. A program of vaudeville acts will comprise the entertainment to be given following the dinner.

FRANKLIN MEN TO HEAR ACKERMAN AT LUNCHEON

New York, Jan. 12.—S. E. Ackerman, general sales manager of the

Franklin Motor Car Company, will address a luncheon to be given Franklin dealers at the Hotel Commodore, Wednesday. The luncheon will follow a conference on sales to be held at the hotel.

S. E. Ackerman Mr. Ackerman, as chairman, will introduce W. B. Burruss, special representative of the National Automobile Dealers' Association, whose topic will be "Automobile Selling and Dealers' Organizations."

NEW TIRE COMPANY

Lockport, Texas, Jan. 12.—The Smith Tire and Repair Company has started business here. Carroll Smith, who has lived in Austin several years and is a son of Judge M. U. Smith, of Lockhart, is the owner.

Gain or Glory—Which?

WHEN Napoleon was told that the Prussian Army fought for glory while the French Army fought for money—Napoleon replied, "Each army fights for what it needs most."

Fight for glory by all means, but—like Napoleon—keep your eye on the till.

Use magazine advertising for prestige—but add to your list at least one magazine that MAKES SALES and GIVES PRESTIGE too.

TRUE STORY makes sales—that's provable.

Among the two and a quarter million people who buy it at the newsstands at twenty-five cents a copy it has enough prestige to be worth more than half a million dollars a month to them.

In the long run, it's "money in the till"—that pays wages, buys

material, permits advertising appropriations and makes dividends possible.

How many sales do you think you can make during 1926 among TRUE STORY readers?

They'll get \$3,600,000,000 in wages and salaries.

They'll spend \$1,375,200,000 for food.

They'll buy \$583,200,000 worth of clothing.

They'll pay \$5,016,000 for travel.

What cars will they buy?

Ford, Chevrolet, Star, Essex, Overland, Cadillac, Hudson, Packard, Dodge, to mention a few?

Here is the greatest original market in the magazine reading world.

What motor car advertisers will be among the first to go into this new market?

True Story

"The Necessary Two Million +"

"Greatest Coverage—Lowest Cost"

PARTS EXHIBITS DRAW CROWDS

Business, Thus Far, Is Reported To Be of Small Volume

NEW YORK, Jan. 12.—Some twenty automotive jobbers, of accessories, parts and shop equipment, are showing their lines in the accessory section on the upper floors of the Grand Central Palace. Most of these jobbers are located New York firms who are making capital of the large attendance of the dealer trade from the Metropolitan district.

For the first three days of the show these firms report a satisfactory but not exceedingly large volume of business. Booths have been well patronized and many inquiries have been made, but actual orders have been slow coming in so far. The dealers appear to be holding off.

Those firms that exhibited last year in the armory report that business is running about the same this year as during the like period in 1925, with perhaps a slight advantage in favor of 1926.

The reason given by some jobbers why results from their standpoint are not keeping pace with the great things reported by car and accessory manufacturers is that the bulk of the customers to whom they look for business have not yet put in an appearance. Many small dealers and garagemen cannot get away from their shops to attend the trade sessions, they say, and probably will not attend the show in great numbers during the daytime. However, the jobbers look for many of these customers to pay a visit during the evening sessions the rest of this week.

Displays of the jobbers compare favorably with those of the accessory manufacturers. Lines which are being featured occupy conspicuous places in the booths. Liberal use of mechanical demonstrations has been made, particularly as regards electrically driven devices. These demonstrations not only attract attention but make it easier to explain the workings to customers and to bring out the particular selling features.

The jobbers all have supplies of factory literature to distribute and in many cases have factory representatives of the products they are distributing in attendance at the booths to aid in presenting the merits of the goods to interested parties.

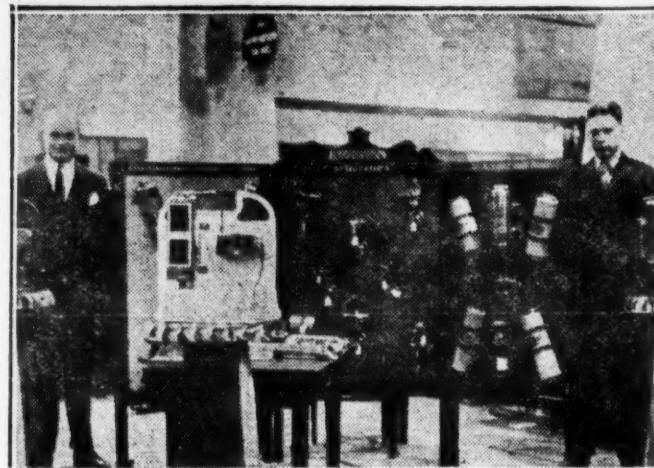
The Accessory Sales Company of New York city has a varied line of automotive goods on display, in which much interest has been shown by visitors. A good many inquiries have been made according to H. Firestone, an official of the firm, and some dealers taken on. More actual results are looked for during the balance of the week.

W. B. Lack of the Lake Sales Company, New York, reports that business with them has not been overly brisk so far, but looks for marked improvement during the remaining sessions, particularly in the evenings. This firm is a replacement parts house and according to Mr. Lack the customers to whom they look for most of their business have not been able to leave their stores to attend the daytime sessions. They will be coming in after the close of their business days, he thinks. Good results have been had by the J. H. Paw Company of New York, says W. M. Clements, one of the firm's representatives. There have been considerable numbers of inquiries which when followed up will lead to new accounts, he thinks. On the whole they have done better than during the same period at last year's show.

A. Gluck of the Arkay Sales Company, New York, says that officials of his firm have talked with a number of dealers and that prospects for wholesale business are good. Here also there have been many inquiries which are expected to lead to actual sales when followed up. He describes results as about the same as last year.

H. B. Shantz Company of New York, electrical equipment distributors, are featuring the new Quill rectifier for series charging and it has attracted a good deal of attention from visiting dealers and battery men. W. H. Girdlestone of this firm says there have been many inquiries, but that actual orders have been slow coming in. He thinks, however, that the results will come latter when follow-ups are made and when more of their customers put in appearances. About the same as last

DISPLAYING THEIR WARES—C. L. Hall, sales representative, and Walter Whitman of the sales staff of Byrne, Kingston & Co. of Kokomo, Ind., makers of fuel and oil purifying systems, at the company's booth at the Automobile Show. Working models, shown here, of the company's products feature the exhibit.



FREIGHT RATES ON AUTOS HELD HIGH

Three R. R. Companies In Oregon Lose Out in Court

Portland, Ore., Jan. 12 (U. T. P. S.)—A judgment for \$155,036.63 against three railroad lines running into Portland has been handed down by Judge Wolverton.

The sum involves overcharges on autos shipped into the Pacific northwest, as well as interest on these charges and attorneys' fees. John H. Lothrop, a rate expert, sued the S. P. & S., O. W. R. R. and the Southern Pacific for various sums, alleging the carriers had figured charges on a certain tariff they had published in their rate sheets, whereas another and lower charge should have been used as a basis for the charges from Detroit and other Middle Western auto manufacturing centers.

The case is far-reaching in that it will compel transportation companies to classify their freight rates on automobiles to the Pacific northwest on a lower scale than has been used.

Judge Wolverton's decision thus

represents a much greater loss to the railroad companies than is shown by the figures quoted, in that it means a further reduction in revenues derived from auto shipments to the Coast.

Auto dealers in Portland, Bend, La Grande, Marshfield, in Oregon, and Seattle and Walla Walla, Wash., pooled their interests and placed them in charge of Lothrop, who brought suit in the local Federal courts.

American Bus Co. Subsidiary Active

Springfield, O., Jan. 12.—Some officials of the American Bus and Truck Company, which has purchased and will operate the Kelly Springfield Motor Truck Company, have been selected, men are working at the local plant, and sales forces of the company have started to work. Production at the plant will begin as soon as possible, according to H. W. Torney, New York engineer and official of the company, who was here this week with C. C. Jamieson, chairman of the company's board of directors.

FRENCH CO. IN ENGLAND

London, Jan. 12 (U. T. P. S.)—Michelin's, the big French tire manufacturers, are considering the question of manufacturing in Eng-

land and have obtained an option on four sites in different Midland towns. This seems to indicate that they fear the possibility of a protective duty on imported tires.



CHARLES SCHUTTE BODY CO. MOTOR COACH WORK

DESIGNERS AND BUILDERS OF HIGHEST GRADE OPEN AND CLOSED BODIES

OFFICES AND FACTORY SOUTH WEST END AVENUE LANCASTER

Murray Body Corporation

Detroit, Michigan

OPERATING

Ecorse Steel Plant

for the manufacture of
Automobile Chassis Frames.

J. W. Murray Manufacturing Company

Manufacturers of Fenders, Hoods, Gas Tanks
and other Sheet Metal parts for Automobiles.

Dietrich Incorporated

Manufacturers of Custom-built bodies
for fine Automobiles.

Dependable Motor Car Bodies

OLIVER
TURN—BACK UP—STOP—PARKING
LITES
Four Signals in One Unit
Partly Automatic

DISTRIBUTORS WANTED
AUTO-LANTERN COMPANY
505 Finance Building
Philadelphia, Pa.

Discuss Sales Promotion At Motor Transport Meet

(Continued from Page 1)

problem is to get the average merchant to "ask 'em to buy," he said.

At the conclusion of Mr. Stranahan's very interesting talk there was shown the film "Ask 'Em to Buy," which tells the automotive merchant in terms of business romance how to go about getting goods off his shelves and cash into the till in return for the products, after which the delegates adjourned to luncheon.

CHRYSLER'S PAPER

Mr. Chrysler's paper centered upon publicity's place in the motor business. He took pains to stress the distinction between advertising and publicity, and explained the value of each to the manufacturer.

"Publicity will not take the place of advertising," he said. "Advertising is the printed word used to sell your goods. Publicity will not sell goods except in so far as a good name is an asset to any institution and the product which it merchandises."

"In our business operations, however, we seek additional satisfactions. We wish to be understood. We wish to have a reputation for fair dealing. We like to have the public know what we are trying to accomplish. We want those that are working in our plant to feel that they are allied with an institution which is highly creditable."

"It is these intangible but very real elements in business which have led to the use of what we call publicity."

"The purpose of advertising, as I have indicated, is to help to sell the goods. If you have attractive things to say about your product, if you wish to point out its advantages, obviously the proper thing to do is to take advertising space in the newspapers or other publications."

"There has been a good deal of opposition on the part of American newspapers and periodicals to the attempt on the part of business to get printed, free of charge, articles praising merchandise which properly belong in the advertising columns. I am in sympathy with this stand. No one has a right to expect to get something for nothing."

"It is in the field of the specialized publication that publicity reaches its fullest extent. By specialized publications I mean those papers which are printed for the business or the trade in which you are engaged, or for the users of your products. That is to say, industrial magazines, automobile business and trade papers, motor club papers all have an interest in important happenings within automobile plants."

"Between the editors of such periodicals and the automobile executives there is, or can be, a friendliness of contact. The editor, the automobile executives, and the reading public of such publications have to a large degree the same interest. It is then quite proper for an automobile company to suggest to the editor of automotive periodicals that there are certain developments within the plant which he thinks would be of interest to the motor public. Here again the

editor must be the final judge, because he has before him all the news that is going on in the industry and he must decide what he thinks is of the greatest interest to his readers.

A very good test for an article for newspaper distribution is to ask oneself this question: How many persons will this announcement affect and in what territory?

"Here for instance are examples of material which has readability for the newspaper public:—

"A change of a price in the product.—This will have interest wherever the particular automobile is sold.

"Appointment of new officials.—This is important, depending upon the size of the company and the position in the company.

The annual financial statement—This may or may not be favorable to the company, but it is always legitimate news if the company has a large number of stockholders in various parts of the country, and it is interesting to any community where the business is operating, as it has bearing on the prosperity of that region.

"The opinion of the chief executive of a large corporation with respect to matters with which he is familiar, when these have to do with public news. Consequently we see Judge Gary frequently quoted on industrial subjects.

"The advice of automobile men with respect to traffic, safety and other subjects related to motor transport is frequently sought.

"The executives of any plant which uses vast quantities of raw materials are qualified to speak with authority upon industrial conditions in these particular fields.

"I realize that publication conditions differ in different countries. There is no point, accordingly, in going into detail regarding the preparation of news stories and sending them out to the press. I would like to conclude instead with a reaffirmation of the principles involved:—

"The statements regarding the merits of your product and why people should buy it belong in the advertising column. On the other hand, the observance of sound business principles the translation of these into specific activities and policies and keeping the public informed regarding the facts and the program of your operations constitute publicity and will enhance the goodwill between you and your public."

PULCHER SPEAKS

Mr. Pulcher took for his subject, "Vocational Selling as a Business Aid." He pointed out that while vocational selling has been comparatively new in the business of merchandising automobiles and trucks, it has been in use by the specialty manufacturers for many years.

"After all, vocational selling in any line of endeavor is just another step toward the perfection of a man's ability along a certain line—specialization if you please," said Mr. Pulcher. "The professional men—doctors, our lawyers—realized long before the man in business, that the era of specialization

READY FOR TRAFFIC—Delegates to Motor Transport Congress leaving Hotel Roosevelt yesterday afternoon for a trip about New York to inspect the metropolitan traffic system.



was here and that the public would rather talk to a man thoroughly conversant with one subject than one who attempted to be a 'jack of all trades' and a master of none. And so, vocational selling was instituted into the marketing of automotive merchandise a few years ago, and today the more successful companies are using it as the backbone of their sales program.

"The selling of motor trucks is essentially no different than selling any other commodity. The great trouble in the past has been that salesmen have been selling motor trucks as chassis units instead of selling to the buyer the need for transportation.

"Transportation as it applies to the buyer's particular business must be first, last and all the time the objective, and the truck is merely the means by which the buyer reaches the objective point. The time has arrived when the salesman must render his prospect a real transportation service.

"Personally, I am convinced that most of our salesmen have spent too much time in talking about mechanical superiority, units, etc., and not enough time to the intelligent study of the buyer's transportation needs.

"Let us remember that vocationally directed selling does two things for the dealer:—

"First—it provides the dealer with the means of studying his market and shaping his selling messages to appeal to certain specific groups.

"Second—it enables the dealer or the salesman to more economically and profitably direct his selling by specializing his effort on vocational groups that are known to need cars and are financially able to purchase them.

"Vocational selling is a natural development of the demand for more intensive merchandising. It is a means of sending a salesman's energy where it will produce the greatest results at the lowest possible cost.

"It has been found that one of the most important steps in the advancement of vocational selling is the representation at the various business shows. In the motor truck industry, three or four companies have followed this policy for a number of years with very good success. By business shows, I mean exhibitions held by the bottlers, bakers, laundrymen, road builders, ice cream manufacturers, dairies, etc. At each one of these shows it is advisable to have literature prepared featuring use of your product in that particular industry, and also to have on exhibit the type of truck that is most adaptable for their transportation requirements. This is just

one step in the vocational plan of selling, but to my mind a most important one.

"In conclusion, I want you to know that I am conscious of the fact that there is a great element of danger regarding the vocational plan of selling. In some cases it has been developed that the salesman spends so much time gathering the information and working out his own pet plans for tabulating it, etc., that his productive selling effort is cut down to a prohibitive degree. Therefore, it is imperative that any distributor using this plan make it as simple as possible and outline it so completely in detail that any sales organization in the field can follow it without a burdensome amount of red tape."

L. W. HALLAM SPEAKS

Mr. Hallam explained sales promotion methods in New Zealand.

"The method of selling automobiles in one of our isolated districts is decidedly novel as compared with the high pressure city methods," he said.

"Very hospitable people reside in this prosperous daring district, in fact, they are apt to be over kind if one meets them at a hotel. To start with, the hours of calling are very limited, because you want to show your car to the prospective buyer, and to do this it is necessary to strike him at home and as free from work as possible. This means just before the midday meal.

"He will then invite you to dinner, and you will meet his family and incidentally learn his ideas on farming and cars. In most cases he knows a fair amount of the latter.

"Now the next thing and most important is to gain your prospective client's confidence, and to do this it is necessary to become one of the family temporarily.

"After dinner you will take the family, consisting of mother and father and from three to six children ranging from 2 to 12 years, and show them how all can be got into a five-seater car, which is one of the finer arts.

"They are then taken for about an hour's run. This is followed up with the salesman looking over a portion of the farm and talking 50 per cent. car and farm, followed by afternoon tea.

"The farmer is by no means dense, but he has been exploited so much in the past that he will not give a definite order, and although he may be sold on your car, if you leave him to the tender mercies of the next salesman the same thing will happen, therefore you have to stick to him generally for about three or four days before an order is obtained."

"In this type of buying high pressure will not work except it is much easier for the man who follows and does not make use of it."

VIBRATION LACK MEANS LONGEVITY

Years' War on Lost Motion Brings Car Permanency

New York, Jan. 12.—The war that has been waged against vibration by motor car manufacturers is in no small degree responsible for the smooth action and long life of the modern automobile, said George R. Scott, assistant general manager of the Flint Motor Company, at the show today. Although it is impossible to eliminate this destructive agency entirely, its damaging effects have been greatly minimized by improvements in designs and construction, he said.



"In this fight against vibration," Mr. Scott says, "practically every part of the car has come in for attention on the part of the designers. The cause of every uncontrolled force has been sought and efforts made to counteract its effects."

"Crankshafts have been made stiffer and mounted more rigidly in their bearings. As an additional step, the use of a greater number of bearings, holding the shaft at more points, has been found effective."

"Reciprocating parts have been made lighter and sets of connecting rods and pistons more carefully balanced. Combustion chambers have been made uniform in size to equalize explosion forces."

"Closer fitting of bearings and pistons has taken up the play that results in premature wear."

"Engines have been more securely mounted, frames made stiffer and reinforced to withstand the twisting strains set up by the forces acting on the crankshaft."

"Valves, camshafts and gears have come in for their share of attention. More careful design of cams and gear teeth have made these parts function more smoothly."

"Throughout the engine and chassis, parts subject to vibration have been made stiffer and less likely to work loose."

"The racking effects of uncontrolled vibration, resulting in uneven action, excessive noise and rapid wear, have been greatly reduced."

"Vibration, as it was present in the early cars, has been largely conquered. If proper care is given, play taken up, bearings adjusted and bolts tightened periodically, the modern car will retain its smooth, quiet operation for many thousands of miles."

AUTOMOBILE TRUNKS

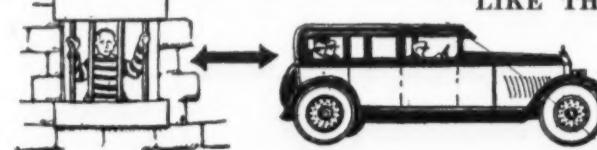
Distributors and Dealers look over our new line at Booth D-27 at Automobile Show.

DANVILLE TRUNK CORPORATION

Danville, N. Y.

ON A NICE DAY

IT IS A PITY TO BE CLOSED IN LIKE THAT



Why drive with the roof of the car over your head enveloped in dust—smoke—heat—monoxide gas generated by your motor and those on the road. Enjoy the freedom of the open spaces. Drive with the stars over your head. We have invented a top that converts a Sedan into an open car in less than a second.

A Model of Our Invention, Mounted on 6-Cylinder Car, Awaits Your Inspection

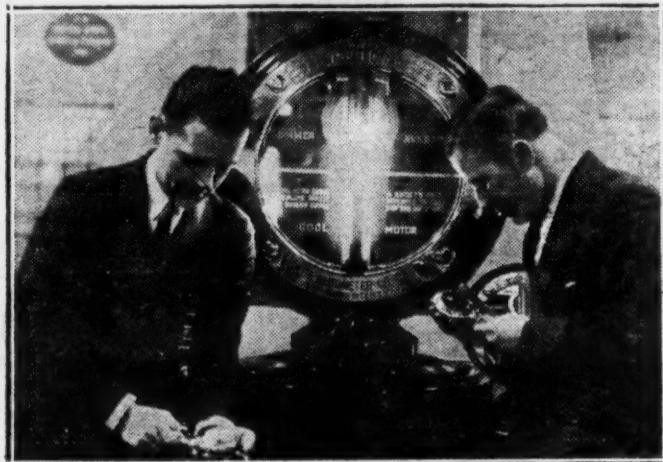
Automobile Manufacturers are especially invited to see this great invention. It is fully developed and past the experimental stage.

The above advertisement will be run in the Philadelphia papers.

C. APPEL, AUTO TOP MANUFACTURER,
1000 North 7th Street, Philadelphia, Pa.

Phone Market 5196.

AT THE BOYCE MOTO-METER EXHIBIT—C. F. Hennecke, advertising manager, and Julian Gamache, special representative of the company, at the Boyce booth. An electrically illuminated large scale replica of a standard moto-meter has been proving of particular interest to visitors at the show.



HOOVER URGES CONSERVATION

Discusses the Rubber Situation at Dinner of N. A. C. C.

(Continued from Page 4)

cies affect us and what we may do in our own protection.

"All of these controls have had their origin in the usual proposition to fix prices at levels which would be reasonable both to the producer and the consumer. But our experience with several of them has already demonstrated that sooner or later they get out of hand and far exceed their announced stabilized price levels.

"And entirely aside from the questions of principle in price fixing and restriction of production, we may well conclude that they sooner or later develop that inherent quality of all monopoly—never to be content with reasonable prices—or that they furnish a special facility for speculation which drives to unreasonable levels. In either event, if our experience goes for anything, we cannot as a nation any longer feel assured that we shall have continuously reasonable and stable prices under the action of such controls.

"And this growing habit of governments to suspend the law of supply and demand in raw materials means not only that producer governments have penetrated into business upon a scale hitherto undreamed of, but consumer governments are forced into the business arena by the demand of their consumers for some sort of protection.

"Members of your industry have been exercised over this question not only because of its penalties upon the users of cars but the fear that unless supplies at reasonable prices can be assured it will affect the development of your industry.

"There are two directions of purely defensive action by our consumers which do not involve retaliatory trade wars, which as a peace loving people we will not undertake. The first is for immediate relief by conservation in use. This your association and other as-

sociations have inaugurated. The other direction in the long view, and the most vitally important, is adequate future supplies of free control.

"Your committee has undertaken a campaign of instruction to the 20,000,000 car and truck users as to the elimination of waste in the use of rubber. There is evidence that our car users are entering vigorously into this campaign. We have a large waste which we can eliminate without reducing our car mileage with all of its benefits. If you succeed in stretching the use of your rubber to the full limit it will reduce our national rubber bill materially.

"This demonstration of consumer resistance to unreasonable prices is at least a great danger signal to the whole idea of governmental controls of raw materials, and it is again just one of the results that will inevitably flow from these controls.

"The second direction is that of self defense in industry by securing a freedom in our raw materials by creating a margin of supply under our own control.

"And if we survey your probable demands for rubber six years hence we will find that little provision is today being made for that increased supply, and production cannot be made overnight. This provision must be made somewhere in the world. Foreign countries do not seem desirous of providing it. Either they do not have confidence in your growth or they are content to contemplate the larger profits upon a lesser production. This duty—to provide independent supplies—it seems to me must rest largely upon our own industries concerned.

"You have made a magnificent achievement in the provision of a great and new transportation system. It will be retarded in its development unless ample supplies of rubber are found. And the values to the public of the extension of your fine transportation may be curtailed.

"It would be an additional service if you could concern yourselves not only with the daily improvement you make in your increasing efficiency but that you should also determine if you cannot assist in the formulation of some plan to assure rubber sup-

Retirement Fund for Glidden Buick Staff

New York, Jan. 12.—The Glidden Buick Corporation has announced the adoption of a thrift plan for its workers. Each employee participating will receive at retirement a cash fund ranging from \$1,000 to \$2,500, depending on the age at which he started to contribute, and his salary.

Should the employee die before retirement, his beneficiary will receive the full amount of the thrift fund plus an additional sum greater than his total deposits to date. The plan is underwritten by the Metropolitan Life Insurance Company.

plies from additional sources which cannot be controlled.

"It would be a contribution to national independence from many economic and political difficulties. Freedom in raw materials is the very life of industry and national progress. It would be another profound demonstration that our industries have a greater vision of America than the daily event of trade."

ADVERTISEMENT

ADVERTISEMENT

TREMENDOUS SAVING IN RUBBER

Can Be Made By Keeping Your Wheels In Proper Alignment

Do you know that a 30-inch wheel out of alignment only one little inch will actually be dragged sideways 174 feet in every mile. Think of the destruction. Balloon tires need more attention than high pressure tires. Many manufacturers are changing their specifications on balloon tire equipment. Our new information chart, right up to date, showing specifications on both high pressure and balloon tire equipment, is now ready. This chart is very valuable and is furnished free with each Bear Automatic Wheel Aligner, or it may be obtained by writing direct to the Bear Manufacturing Company, Rock Island, Illinois.



Revised Tire Ad Brings 60% Inquiry Jump! *

THE Advertising Manager had nursed it. The President had fondled it. The Agency had tucked it away in a nice white magazine page.

But the ad had failed to lure its usual quota of admiring, inquiring passersby.

So a new Adult was added to the conference table.

He talked. They talked. Everyone talked. The plaintiff ad was hauled up; given a few, a very few touches.

Next month, it registered a 60% increase in effectiveness!

Who was the mysterious Adult. No more nor less than a representative of the Advertising Service Bureau—the FEE-LESS, expert, disinterested advertising and merchandising advisory organization, supported by one of America's greatest publishing institutions, upon the premises that any force beneficial to advertising in general must inevitably react upon every advertising factor.

The Bureau's personnel includes some of the country's most fertile advertising minds; the Bureau's clientele, some of the country's most famous advertisers and advertising agencies.

Last year, some 200 companies revised their merchandising policies, switched their advertising plans, and spurred their sales from 10% to 109%, upon Advertising Service Bureau recommendations.

Now, during Show Week, personal contacts with out-of-town executives—making available that valuable, "outside," viewpoint—will be possible.

An A. S. B. representative will be at the Automotive Daily News Booth D127 (Fourth Floor), Wednesday and Friday nights, for a friendly talk.

Special conference arrangements may be made any time, any place, by phoning Trafalgar 4500.

Remember, there is no fee, now or ever.

An early call will insure a convenient appointment.

ADVERTISING SERVICE BUREAU

CARROLL RHEINSTROM, Director

MACFADDEN PUBLICATIONS, INCORPORATED
1926 Broadway

*Typical "Keyed Copy" Headline

FREE To Visiting Advertisers:

One year's subscription to "Keyed Copy," the Advertising Service Bureau's sensational monthly magazine that reproduces current successful advertisements, *with their results in actual figures!* PRICE-LESS! Mail the coupon, without obligation.

Advertising Service Bureau,
Carroll Rheinstrom, Director
Macfadden Building
1926 Broadway, New York
Please enter my name for "Keyed Copy," the magazine that reproduces successful advertisements, *with their results in actual figures!* There is to be no charge. This obligates me in no way.

Name.....
Company.....
Address.....
(Most subscribers give home address)
City..... State.....

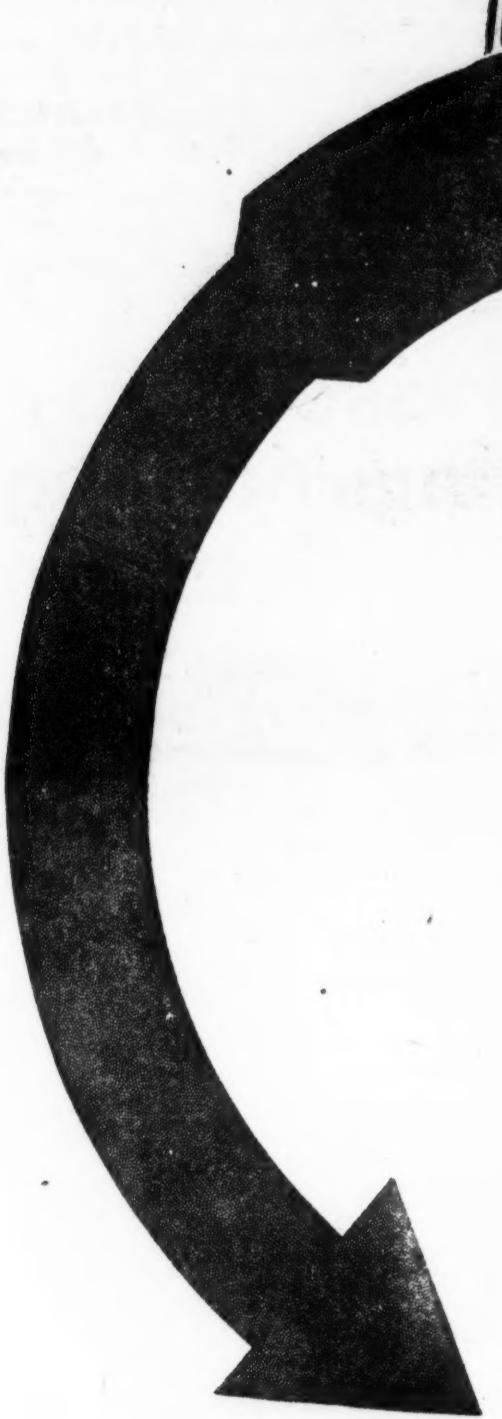
HOTEL WALTON

104 WEST 70 ST.
NEW YORK

A HIGH CLASS HOTEL NEAR CENTRAL PARK AND CONVENIENT TO SHOPPING AND AMUSEMENT CENTERS

PRICES RANGING FROM \$15 to \$1750 WEEKLY WITH THE USE OF BATH; \$35 to \$42 WEEKLY SITTING ROOM BEDROOM AND BATH

THE ROSE ROOM IS AVAILABLE FOR SOCIAL FUNCTIONS OR BUSINESS CONFERENCES



it's the
man
who buys
motor
cars

850,000
of them
read and own
The Elks
Magazine

THE LARGEST MAGAZINE FOR
MEN

{*Including 12000 identified Auto Dealers*}